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Meet Bubble's Green Ambassador

At Bubble, we love brands with a mission - whether it's protecting the environment, championing workers, or keeping little ones healthy and comfortable. We've always taken pride in our sizeable contingent of eco and organic exhibitors - but, with sustainability now a hotter topic than ever (labels including [Victoria Beckham](#) and [Stella McCartney](#) recently pledged their allegiance to the cause), we're looking for new ways to showcase and support them.

It's why, this season, we've appointed our very first Green Ambassador - Leonora Bamford, founder of influential parenting website [My Baba](#) (and the brains behind Bubble's [My Baba Hub!](#))





Mother and entrepreneur Leonora knows a thing or two about organics - in fact, they're the family business. Her mother-in-law, Carole Bamford, founded the award-winning [Daylesford Organic Farm](#), which produces everything from meat and poultry, to fruit, vegetables and bread.

Leonora will act as a spokesperson for our eco and organic exhibitors in the run-up to Bubble, sharing news about new signings and brands. At the show itself, My Baba's team will curate an installation featuring eco and organic product, before choosing their favourite organic kid's label from the line-up.

My Baba are enthusiastic champions of all things organic and eco-friendly - from [children's sun cream](#), to [educational wooden toys](#). Leonora herself recently helped to judge the baby and toddler food category of the Soil Association's Boom Awards, and has created her own range of children's vitamins.





We're delighted that Leonora and her team have agreed to represent Bubble's Eco and Organics exhibitors this season. The campaign promises to be a unique platform for labels - and will make it easier than ever for retailers to tap into the growing demand for sustainable, eco-friendly children's products.

Are you a brand on a mission? [Apply for a stand here](#), and be part of this season's Green campaign...