

# The Nurture Center Celebrates Five Years Helping New Parents

LAFAYETTE, CA (SEND2PRESS NEWSWIRE) – The Nurture Center, founded by two local moms to bring resources and unique products to expecting and new moms in the East Bay Area of San Francisco, will celebrate its five-year anniversary in December, 2005.



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Nurture Center has received the following recognition:

- \* *Voted "Best Baby Store in the East Bay" by Diablo Magazine in 2002 and 2004,*
- \* *Baby Friendly Workplace Award from the Contra Costa County Breastfeeding Task Force, and*
- \* *A 5-star rating (the highest) and an informational listing in "Babies by the Bay, 2nd Edition," available November 2005.*

Meri Levy and Sherry Henderson, who met in a local moms club, saw a need to

provide a place where expecting and new moms could find a wide selection of nursing bras, hard-to-find baby carriers, a referral for a doula or midwife, breastfeeding advice, as well as swap sleeping and feeding strategies with other new moms.

The Nurture Center opened its doors at 3399 Mt. Diablo Blvd. in Lafayette December, 2000 with 1000 square feet of retail space and a small group meeting room. The Center hosted new moms' support groups and classes, as well as offering a quarterly newsletter and a lending library of books and videos.

In September, 2001, Levy and Henderson started an e-commerce website, NurtureCenter.com, which offers many of their unique products and support to new parents around the country. The business has fulfilled more than 20,000 orders for products ranging from Dutailier glider rockers and Arm's Reach Co-Sleepers(R) to replacement parts for breast pumps and organic swaddling blankets and infant formula.

The Nurture Center doubled their size by taking over the bottom floor of their location in July, 2004. The additional space now houses classes such as Music Together (c) (a parent/child participation music program), unique childbirth preparation classes, new parent support groups, yoga and infant massage classes, and much more.

A growth area for The Nurture Center has been in baby carriers. The Center offers more than a dozen different carriers, including slings, pouches, wraps and front and back packs. Parents enjoy the benefits of "wearing" their baby hands-free, and they can learn how to use the different carriers by attending a free monthly babywearing class.

Levy and Henderson credit their success to the growing popularity of "natural parenting" practices, including breastfeeding, co-sleeping and babywearing, and the fact that they keep on top of the products and resources that new parents want. They also network with local birth and breastfeeding professionals, who refer their clients to the Center.

"When we began The Nurture Center, Sherry and I had little ones ourselves (my third child was born about nine months after we opened!), so we knew what products and resources our customers were looking for," says Levy. "Over the years, we've continued to listen to the parents and parenting professionals we work with, and we've been rewarded with a very loyal and grateful customer base. We're lucky to be in a time and place where parents are looking for the things we have to offer."

More information: [www.nurturecenter.com](http://www.nurturecenter.com)

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