

The Milestone logo is a dark teal pennant shape with the word "Milestone" in white, sans-serif font. The background of the entire page is white with scattered, colorful polka dots in shades of orange, red, yellow, green, blue, and pink.

CELEBRATE FUN FIRST EVENTS WITH THE INTRODUCTION OF ACTIVITY CARDS

Milestone™, the originator of photo cards that allow parents to capture memories from pregnancy to first steps and beyond, introduces a set unlike anything else on the market: Activity Cards, available May 2016. This new set serves as the perfect complement to the Baby Cards by Milestone™ that capture developmental firsts. Now families can mark and remember every special moment from a baby's first step to their first time at the beach.

Embrace seasonal explorations and establish new traditions together as a family. From the very first camping trip to the first time little ones play in the snow, this playful set includes 30 cards designed to mark the first adventures in a baby's life.

Illustrated by globally-recognized artist Neiko Ng, the charming cards not only accent a beautiful family photo but can also be added as a cheerful anecdote to a family scrapbook; simply add a date to the card and return it to its keepsake box to relive those memories for years to come.



"The original Baby Cards by Milestone™ beautifully capture the momentous stages and achievements in a baby's first year, but we realized we were missing other first time moments parents cherish. As a mother of three, I was inspired to create this set of Activity Cards as a fun continuation to our Baby Cards - remembering all of those first family adventures that are too memorable to miss," says founder and CEO of Milestone™ Gemma Broekhuis.

The first set of its kind, the Activity Cards are an ideal baby shower or birthday gift, serving as a source of inspiration for parents looking to create special memories throughout the year with their families.

The Original Activity Cards by Milestone™ will be available this May for \$24.

For additional information, please visit www.milestonecards.com

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>>>The Activity Cards by Milestone™ won Best New Product at NY NOW January 2016<<<