



Online baby boom

A NEW website has been launched to help parents and expectant parents to recycle and buy baby clothes, furniture and equipment.

BabyBay.ie allows people to buy and sell new and used baby clothes and goods online for a minimal monthly membership fee.

The site is the brainchild of Kildare-based mother-of-three and entrepreneur, Mandy O'Rorke.

As a busy mum, Mandy spotted a gap in the market for an online outlet for mums to buy and sell used baby things.

This came from a personal need to offload her own baby paraphernalia amassed over a number of years.

She comments, "With three young children under the age of five, I had a huge amount of clothes, toys, cots, buggies and accessories which were taking up space and which I no longer required.

"After looking for an online outlet to pass these on to, I was surprised to find that there wasn't a site specifically for the trading of baby goods.

"I spent time researching online and chatting to other parents before bringing the concept to fruition.

I have developed BabyBay.ie to be easy to use and good value for money. My aim is to provide a useful service that families will use over and over again, whether buying or selling."

Items available for trading on the BabyBay.ie site range from baby clothing, maternity clothing, prams and buggies, cots and nursery furniture to accessories, toys, DVDs, books and even school uniforms.

Registration costs €3 for four weeks, allowing unlimited postings with your own account.

Mandy continues: "By selling the baby items you no longer require, you can earn extra cash or simply save money by buying quality baby clothes and goods at reduced prices.

"By recycling your used baby clothes and goods, you're also doing your bit towards helping the environment.

"Given the current economic climate, we're all trying to be a bit smarter with our money and I believe BabyBay.ie offers families a way to save money but also to make some extra cash too".

BabyBay.ie is donating a percentage of its annual profits to children's charity **Barnardos**.

For more information or to get trading yourself, see www.BabyBay.ie

