

**PRESS RELEASE
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Mother Baby & Child Show opens today

*Power Rangers, Barbie, Teenage Ninja Mutant Turtles, Postman Pat and Fulla
all live on stage at three-day family edutainment event*

The Mother Baby and Child Show 2007, which opens today (Sunday 16 December) at the Dubai International Exhibition Centre (DIEC), promises three days full of fun and games and prizes galore for all of the family.

Event organiser TME has put together an all-new and exciting schedule, packed with activities from 10am to 10pm daily. Star-struck kids will be in awe during the musical stage shows which feature personal appearances by children's TV characters the Teenage Mutant Ninja Turtles, Power Rangers, Barbie, plus every little girl's favourite figure, Fulla. Indeed Postman Pat will be on hand to make the final collection of letters to Santa Claus.

Shannon Norris, Exhibition Director, TME, said, "Thanks to Viva Entertainment the latest Barbie and Power Rangers DVDs will be available exclusively at the show for the first 3 days and some lucky kids will even be invited to come on stage to meet their heroes in person."

This year's show has attracted an impressive array of over 150 brands, retailers and entertainment providers, but the show still retains its wholesome approach to family and childcare, highlighting issues affecting not only children but parents and mums to be.

"This is a community event which embraces all cultures and ages. It was founded on the basis of 3 pillars - health, education and fun. Now In its fourth year, the event has evolved to meet the needs of the modern mother," added Norris.

Fashion will once again play a significant role at the event, with the Barbie fashion parade in addition to catwalk shows by leading retail brands, Souris Mini & New Look. Safety is also high on the agenda, with car safety tips from Volvo as well as first aid demonstrations by First Security.

Elsewhere, mums can use the Sudocrem Baby Changing area with free nappies and wipes, for those little emergencies, with New Look provided a baby-feeding area with Johnson & Johnson and Veet & VLCC offering baby and beauty advice respectively.

Other featured areas for the little ones include a bouncy castle, finger painting and new to Dubai, the Junior Gym Bus which promotes healthy activities. In addition, Just Kidding will launch their [new Bugaboo stroller](#), '[Bugaboo Bee](#)' which [is a no-nonsense stroller for parents on the go](#).

To underscore the adage that charity begins at home, TME has given a complimentary space in support of HRH Princess Haya's charitable initiative Right to Play. In line with their commitment to all children in society, TME also arranged a special breakfast 'meet and greet' of lovable TV characters at the Novotel Dubai for children from the Al Noor Hospital for Special Needs.

Competitions with hundreds of fabulous prizes are up for grabs. Visitors big and small will be given a chance to win Ski Dubai passes, toys & gifts from New Boy and the opportunity to scoop the star prize, two return tickets to Malaysia courtesy of Malaysian Airlines.

For more information, log on to www.motherbabyandchild.com.

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