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New York-based **Pajama Program** received a precious gift recently from supporter **Armand Paganelli** of Ossining NY when he announced that he had made arrangements to purchase over 12,000 pajamas as a donation. During the organization's Family Men of Westchester Gala in November he surprised Founder/Executive Director **Genevieve Pituro** and the over 200 guests in attendance with the purchase of the entire Bangkok factory supply of pajamas from **SkivvyDoodles**, an effort he coordinated with Owner **Rob Hunt**. The freight of pajamas arrived in late January at the sleepwear manufacturer in New Milford CT. "Thank you Armand - and Rob - for arms big enough to hug 12,000 children," says Genevieve!

Shelley, Rob, Armand, Gen, Janice and Demo from Pajama Program.



Ben Sherman Clothing, a wholly-owned subsidiary of **Oxford Industries, Inc.**, introduced **Ben Sherman Kids** for the USA market at the recent MAGIC Kids. Taking inspiration from the very successful menswear collection that established the brand's name, two seasonal 40-piece collections for boys ages two through eight hit stores in June featuring woven shirts, mod-inspired knitwear, polo's, cargo pants, sweatshirts and tees. It is being first offered to a limited number of better department and specialty stores with hopes to expand into girls within the coming seasons. For more information visit www.benshermanusa.com.

For teacher turned mom **Heather Sievers**, the proverbial "time outs" for her three-year-old son actually turned into a game for him. The last straw for her was when he picked up his "time out stool," held it to his bottom and walked around saying, "I'm still in time out, my bootie is on the stool." As a solution to these traveling - and unsuccessful - time outs, the creative Heather invented **Time Out Spots**. They are fabric discs 27 inches in diameter and are machine washable. Available in pink, blue and a gender neutral brown/tan, they are soft, 100 percent acrylic with a non-skid back, so time

out space can stay put. The most frequently asked question Heather receives is, Do they work? Her answer: "It's up to you!" For her, half the battle is being consistent with time outs. For more information visit www.timeoutsposh.com.

Heather Sievers hasn't stopped there. After several years in the classroom and earning a master's degree in curriculum and instruction, she realized that there was a need to involve parents in child literacy before children were actually in school. Reading to infants is one of the best ways to encourage that development. **Nursery Rhyme Tease** is the first children's line to incorporate fashion and literacy, allowing little ones to wear and read their favorite nursery rhymes. Packaged uniquely in snap flap vinyl cases, Nursery Rhyme Tease sets include an original tee and a corresponding board book. Each tee, screen printed with original artwork on high quality, tagless cotton t-shirts in custom dyed colors, is based on favorite nursery rhymes such as Itsy Bitsy Spider, Old MacDonald, Hey Diddle Diddle and Humpty Dumpty with more favorites on the way. For more information visit www.nurseryrhymetease.com

The **Retail Advertising and Marketing Association (RAMA)** has inducted two employees of **Target** into the **Retail Advertising Hall of Fame**. **Minda Grainek**, Vice President Creative Director and **Eric Erickson**, Vice President Creative Director, are now part of an honor which dates back to 1955.

BabyUniverse, Inc. has launched **MyBabyTV**, a user-generated content area on **BabyTV.com**. Targeted to new parents, users can upload their own baby video, which is reviewed by a BabyTV.com moderator for content approval for posting. BabyUniverse sites include BabyUniverse.com, DreamtimeBaby.com, PoshLiving.com, PoshCravings.com, Postots.com, and ePregnancy.com.

The **Toy Industry Association** has tapped **Robert Herriot** as its Director, International and Regulatory Affairs. He focuses his energies on international trade issues, including working with government and industry to resolve trade barriers and regulatory issues. Robert was most recently Deputy Chief of Staff for Congressman Phil Gingrey (R-Georgia).

Mattel's American Girl division has unveiled plans to open two **American Girl Boutique and Bistros**, one in Texas at Galleria Dallas