



FOR IMMEDIATE RELEASE

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STYLISH CHILDREN'S BOUTIQUE OPENS DOORS IN LYON VILLAGE
Features local designers and artists

SACRAMENTO, CA – Puddles – A Children's Shoppe is excited to announce that it is opening its highly-anticipated doors to the public today.

Puddles is a unique children's boutique specializing in whimsical yet functional apparel, gifts and accessories for newborns through age six. The store's select collections come from all over the world including Stella McCartney Kids, Appaman, No Sugar Added, Ryder & James, Splendid, Kicky-Pants, Luna Luna, Coccoli, Fox & Finch, Minihana and footwear from Livie & Luca, Elephantito, Hatley, and Native. Puddles is especially proud to present unique pieces from local designers like Gracie Mae Designs and Upsy-Daisy, and artist Tori Head Berghoff with Bezoos.

Janie Desmond Ison, a fifth-generation Sacramentan who with her husband, Jim Ison, own two popular Sacramento restaurants, founded Puddles. Since becoming a grandmother two years ago, Ison visited baby and toddler stores all over the country. She found that there were choices and styles offered in other cities that Sacramentans would love, so she decided to bring them here.

"The decision to open a new business in this unpredictable economy was not an issue for Jim and me," said Ison. "The novelty of the infant through toddler years are irresistible to grandparents, parents and other people in a small child's life. We have great choices in this market, but Puddles will bring so much more to the Sacramento area."

Maintaining its commitment to giving back, Puddles is delighted to offer community service and reading programs through "Story Time Adventures" in our Children's Corner, and semi-annual "Community Shopping Days" which benefit the Sacramento Children's Home and Sacramento Crisis Nurseries.

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Open Monday – Saturday 10 am – 5 pm; Sunday 10 am – 4 pm; closed Mondays

www.puddlesshoppe.com