

FOR IMMEDIATE RELEASE

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LostMyLovey.com Dries Up Toddler Tears With Online Lost-and-Found for Toys; LostMyLovey ID Tag Keeps Toys Safe

LostMyLovey.com, a new online lost-and-found for children's toys, offers parents some relief from worry over losing their child's most prized possession. Parents can post a free listing for their child's lost item, or consult other parents about where to buy a replacement. The new LostMyLovey ID Tag is a soft ID tag for toys with a unique ID code, allowing anyone who finds the toy to return it to its owner via the LostMyLovey website.

Chicago, IL – April 1, 2010 --

LostMyLovey.com is the new online lost-and-found for children's toys, giving parents a place to turn when their little ones turn despondent over the loss of their most prized possession: the threadbare, tattered lovey or blankie.

Created by Chicago web designer and mom Lisa Oliver in late 2009, the site allows parents to post a free lost item listing for their child's toy for one year. Finders can contact the parents via the website. If parents know their toy is gone forever, or they simply want a backup lovey, they can list an item in Replacements Wanted, where other parents suggest places to purchase a replacement.

To keep children's special loveys safe during trips and outings, LostMyLovey.com offers the **LostMyLovey ID Tag**. This soft and cozy ID tag with a unique ID code attaches to a child's toy with an elastic loop. The code allows anyone who finds the toy to contact the LostMyLovey staff to alert them that the item has been found, while keeping the parents' contact information private. LostMyLovey then coordinates with the Finder and Owner to get the item back home safely.

The website also features confidential return of items via the LoveyMailer service, as well as found item listings, reader stories, articles and news about recent toy recalls, and a blog.

"Parents of young children have repeatedly told me there is a need for this service," said Lisa Oliver, founder of LostMyLovey.com. "I know first-hand that nothing compares to the devastation of losing your child's best friend and constant companion. Even if you are lucky enough to have an identical backup, nothing will do but the 'real' lovey."

Oliver recently came to the aid of Chicago visitor Elodie Springer, the subject of a recent article in the Chicago Tribune (<http://bit.ly/qw54u>). This 7-year-old visitor from the Netherlands had lost her precious teddy bear somewhere on a United Airlines flight between Calgary and Chicago. Oliver immediately

posted the missing bear's picture on her blog and Twitter page, and offered a LostMyLovey ID Tag to the family. Although Babybear's whereabouts remain unknown, hopes remain high for his return.

Oliver's most recent success story was a member looking for a replacement Jellycat Slackajack stuffed puppy. Another member located the toy for sale on Ebay in the UK, and notified the first member right away. She immediately purchased the toy on Ebay, and when it arrived, it was the perfect replacement! Her 2-year-old was thrilled; disaster averted.

Successes like this make Oliver proud to help children find their treasured possessions (or at least a reasonable facsimile!) and get them back home where they belong.

LostMyLovey was recently featured in:

Daily Candy Kids Everywhere daily newsletter

<http://www.dailycandy.com/kids/all-cities/article/77838/LostMyLovey-Lost-and-Found-Service>

Chicago Parent - Just in Time for Winter Travel (Dec 09 issue)

<http://www.lostmylovey.com/index.php/info/press/chicago-parent-finds-lostmylovey-just-in-time-for-winter-travel>

OhDeeDoh of Apartment Therapy - Home Hacks

<http://www.ohdeedoh.com/ohdeedoh/books-guides-resources/online-lost-and-found-104150>

Trekaroo.com - Tips for Traveling with Kids

<http://www.trekaroo.com/traveltips/tip/review-of-lost-my-lovey-tags>

Feature gift at celebrity birthday party for daughter of Denise Richards

<http://www.lostmylovey.com/index.php/info/press/>

For additional information on the news that is the subject of this release (or for a sample of the LostMyLovey ID Tag), please contact Lisa Oliver.

LostMyLovey, LostMyLovey.com, and the bunny logo are registered trademarks with the U.S. Patent & Trademark office.

About LostMyLovey:

LostMyLovey.com is an online lost and found for children's toys, loveys, blankets, clothing and other items. The website's LostMyLovey ID Tag helps give those treasured toys a better chance of making it back home where they belong, by giving them safe, unique identification in case they are lost.

Created by Chicago web designer and mom Lisa Oliver, who knows firsthand the panic and desperation felt by parents of toddlers when beloved toys go missing, LostMyLovey.com gives parents everywhere a place to sound the alarm when their child loses a treasured toy or blanket.

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PRESS

Recent media coverage:

<http://www.lostmylove.com/index.php/info/press>



DELICIOUS.US

LostMyLovey's Profile:

<http://delicious.com/LostMyLovey>

Add our site:

<http://delicious.com/save?jump=close&noui&jump=close&url=http%3A%2F%2Fwww.lostmylove.com>

Add this release:

<http://delicious.com/save?jump=close&noui&jump=close&url=http%3A%2F%2Fwww.lostmylove.com%2Fpr%2Flostmylovey-apr10-release.pdf>



DIGG

Digg our site:

<http://digg.com/submit?phase=2&url=http%3A%2F%2Fwww.lostmylove.com>

Digg our release:

<http://digg.com/submit?phase=2&url=http%3A%2F%2Fwww.lostmylove.com%2Fpr%2Flostmylovey-apr10-release.pdf>



RSS FEED

of Newest Lost and Found Items, Blog Posts, Articles and Toy Recalls

http://www.lostmylove.com/index.php/site/rss_2.0/



FACEBOOK:

<http://www.facebook.com/pages/LostMyLoveycom/130108731257?v=all&viewas=100000060475263>



TWITTER:

<http://twitter.com/lostmylovey>



PHOTOS/GRAPHICS:

LostMyLovey ID Tag:

http://www.lostmylovey.com/images/tag_pic_double_500x500.jpg

Tag attached to toy:

http://www.lostmylovey.com/images/tag_pic_animals_500x500.jpg

Color logo:

http://www.lostmylovey.com/pr/lml_1200x250_color_logo.gif

B/W logo:

http://www.lostmylovey.com/pr/lml_1200x250_bw_logo.gif



RELEASES:

April 2010:

<http://www.lostmylovey.com/pr/lostmylovey-apr10-release.pdf>

ADDITIONAL QUOTES:

“Small children develop strong emotional attachments to security objects like teddy bears and blankets, believing these items are special and ‘real’, with actual feelings,” says Oliver. “They experience real grief and devastation with the loss of their special toy, much like adults would experience after a death. My hope is that LostMyLovey can offer some hope to parents whose children have lost their special friends, and reunite these toys with their tearful owners.”

“The final straw came for me when my daughter left her beloved bunny overnight at a children’s hair salon. I didn’t even notice that Bunny didn’t come home with us,” said Oliver. “That night at bedtime, we realized Bunny was nowhere to be found; it hit me that it was probably still at the salon, now closed. After a few panicked phone calls and a semi-sleepless night, the salon called the next morning to tell us they had the bunny. What a relief! It was then I realized that other parents must be experiencing the same thing I was, and I decided to do something about it.”