

Media Release

Contact:

Jamie Wilson

Owner, Jelly Bean Quilts

<http://www.jellybeanquilts.com>

Phone: 515.557.0602

E-Mail: contact@jellybeanquilts.com

April 9th, 2008

FOR IMMEDIATE RELEASE

New Des Moines Business Recycles Baby Clothes into Modern Heirloom Quilts

Jelly Bean Quilts, a Johnston, Iowa-based business, is giving old baby clothes new life by recycling them into modern-style heirloom quilts. By recycling baby clothes that are either too cute to let go or too stained to sell, Jelly Bean Quilts is able to simultaneously preserve memories, reduce waste, and help moms find a way to hold on to those adorable rubber ducky pajamas.

Johnston, IA – A Johnston mom has officially launched a new business this week, geared toward other mothers who have oodles of baby and toddler clothes that are either too stained to sell or simply too cute to let go. Jelly Bean Quilts, online at www.jellybeanquilts.com, provides moms, dads and other gift-givers the opportunity to recycle baby clothes into modern-style keepsake quilts.

Jamie Wilson, founder of Jelly Bean Quilts and all-around crafty gal, came up with idea when her oldest son was a baby. “I had a closetful of baby clothes that I couldn’t sell—some were too stained or worn out, others just held too many memories to let go,” said Wilson. “Instead of throwing the clothes away or storing them in the basement for years, I decided to turn them into something my son could keep forever, and really use.”

Instead of making a traditional quilt out of the clothes, Wilson applied her love of contemporary design and created a new-style memory quilt. Modern in sensibility, Jelly Bean Quilts are made of all sizes and shapes of material cut from the baby clothes, fit together much like a puzzle. Any designs or shapes that couldn’t be fit into the quilt top are then appliquéd on, along with objects like baby socks, buttons, ribbons and pockets.

Once family and friends saw the original quilt, a successful side business was born. But after years of sewing baby memory quilts on the side, Wilson recently decided to take Jelly Bean

Quilts to the masses. “The timing was right. It’s a simple idea, but most moms just don’t have time to sew anymore,” said Wilson. “It’s a really affordable way to reuse and recycle, while creating a keepsake in the process.”

Each memory quilt is custom designed, using about 20-25 pieces of clothing for a 40x54 throw-sized quilt. Quilts are backed with soft baby flannel or receiving blankets, providing a great way to recycle those as well. Jelly Bean Quilts also offers smaller wall hangings or larger twin-sized quilts, as well as custom recycled quilts from any of your memorable textiles—wedding attire, prom dresses, high school activity T-shirts, antique linens and more.

For more information, please visit Jelly Bean Quilts online at <http://www.jellybeanquilts.com>.

XXX