



www.BYEBYESHOP.COM

The Bye Bye Shop creates organic children's products with a heartfelt philosophy promoting healthy living using all-natural ingredients.

News Release

MN State Fair executive staff asks Bye Bye Monster® to exhibit in the Grandstand this year (Booth #84).

MINNEAPOLIS, MN, July, 2011 -- Minnesota entrepreneur, Kelly Lucente, creator of *Bye Bye Monster*® (a complete bedtime solution for children who struggle with sleeping at night) and other organic children's products will be featured in booth #84, main floor, center aisle.

"I had heard there was a nine year waiting list, so I was shocked when I got the call from the executive team at the fair," Lucente said, referring to the call she received this past April asking her to consider participating. "They said they had seen my organic children's line and thought it would be a fresh addition this year. Knowing that 2.3 million people could potentially see what I have going on was extremely appealing and certainly a driving factor in my decision to attend."

Bye Bye Monster® and the Bye Bye product line are currently available in exclusive locations around the country and online (www.byebyeshop.com). A branding professional by day, Lucente created this product line as the result of an unmet need in the all-natural segment for young people ages 3-14. "Kids need green products," Lucente says. "My plan is to expand the line to offer products that address what children deal with as they grow such as loss, self-confidence, nutrition, injuries, and depression. I'm going to test market some new items at the fair. I'm excited to hear the response."

Lucente has received industry awards and rave reviews for her vision and has quite an ample support system -- Tim Brazier, a contributor for Disney offers all illustrations, Dr. Marti Erickson (radio show host and local MN talent) endorsed the first storybook in the series, and Jenny McCarthy (actress, author, and autism activist) is a fan of *Bye Bye Germs*® Anti-Viral spray. "I'm trying to get Jenny to consider making an appearance at the booth," says Lucente. "We'll see. She's from Chicago, so maybe she'll swing by on her way home for a visit."

Based in Plymouth, MN, The Bye Bye Shop is a woman owned, "mom" run company offering an ever-expanding collection of safe and healthy products for children. "I don't want to discount parents either," Lucente says. "A lot of my customers are adults. How great is that?"

For more information or an interview, contact Kelly Lucente at 612.889.3365 or kellucente@gmail.com. Photos, media kit, PDF's are available. - ### -