



## MOONPIG LAUNCHES EXCLUSIVE PARTNERSHIP WITH MY 1st YEARS



Moonpig is pleased to announce its partnership with My 1st Years, best-selling personalised baby brand, offering a new range of baby & toddler gifts exclusive to the UK's leading card & gift platform.

Customers can now shop from the range of 18 gift sets featuring baby blankets, books, and plush toys which have been specially curated for Moonpig shoppers, to complement the 'New Baby' and 'Babies Firsts' card ranges. All items within the collection come beautifully packaged in the brand's signature blue My 1st Years gift box, and can be sent directly to recipients alongside a personalised Moonpig card.

The exclusively curated range took inspiration from sentiments featured on Moonpig card designs to create pre-personalised gifts with messages such as: 'You Are So Loved', 'Little Princess' & 'Precious Little Bunny'.

**Polly Noel-Storr, Head of Gifting at Moonpig commented:** "We are delighted to welcome My 1st Years to Moonpig's gifting range, giving customers the opportunity to now shop from a wider range of quality gifts within our ever-expanding baby & young child range.

Sending personalised cards & gifts is at the heart of what Moonpig does, and so we couldn't think of a more perfect partner to work with than the leading personalised baby gifting brand in the UK."



As the first partnership of its kind for My 1st Years, Moonpig is the only online shopping destination where customers can buy a gift from the brand with a personalised card to send directly to the recipient. **Gareth Chadwick, Head of Marketing at My 1st Years said:** “The values shared by My 1st Years and Moonpig make this a really synergetic partnership, and we are thrilled to have our ranges incorporated into the Moonpig offering. Our brand is all about marking memorable milestones, so together with Moonpig, we look forward to helping friends and families celebrate special moments.”

In the coming months, Moonpig hope to continue expanding its growing collection of baby & toddler gifts. To shop the new range of My 1st Years gifts available exclusively on Moonpig please visit: [moonpig.com/uk/gifts/for-kids/my-1st-years/](https://moonpig.com/uk/gifts/for-kids/my-1st-years/)

**-ENDS-**

## **Notes to editors**

### **About Moonpig**

At Moonpig, we're all about celebrating those heartfelt life moments. You know the ones we mean...the big birthdays, new arrivals, surprise engagements and the just becauses. Big or small, we love them all. And we're so proud to be the ones helping you connect to the people you care about most.

With our ever-growing range of cards, thoughtful gifts and bright, beautiful bouquets, we've got just the thing to make their day. Combine this with top-notch tech and an app full of fun features, and it's never been easier to send a card from the palm of your hand and share some love wherever you are. [www.moonpig.com/uk](https://www.moonpig.com/uk)

### **About My 1st Years**

My 1st Years, founded in 2009 by entrepreneurs Dan Price and Jonny Sitton, is the number one personalised baby brand in the world. My 1st Years range of personalised and non-personalised baby and child gifting includes teddies and toys, blankets, clothing, home accessories and baby apparel. From newborn to starting school, My1st Years are with you for every milestone.

Loved by customers, celebrities and even Royalty, our core values of the business include producing top quality products, excellent value and second-to-none customer service. Our mission is to offer products and experiences that create lasting memories and can be treasured for years to come. Made With Love, Made Simple.

[www.my1styears.com](https://www.my1styears.com)