



The BabyTime Show Announces New Presenting Sponsor for the 2018 Fall Show

Toronto, September 2018—Baby & Toddler Shows Inc. is pleased to announce that ParentsCanada will be the Presenting Sponsor for the 2018 Fall BabyTime Show, set to happen at the International Centre from November 16 to 18, 2018.

“We are thrilled to have such a respected brand as our Presenting Sponsor of the 2018 Fall BabyTime Show,” says Jennifer Allaby, Vice President, Baby & Toddler Show Inc. “For more than 11 years, ParentsCanada has been a key resource for parents, in much the same way the BabyTime Shows have been for more than 20 years. With ParentsCanada on board, we are able to offer increased value and exposure to our exhibitors, and that is a top priority for us.”

ParentsCanada has been an active participant in the Baby Time Show for many years. The brand has recently been through a redesign, under the new ownership of Jane Media Inc., and the team is excited to share the refreshed look and content with Canadian parents. The BabyTime Show is the perfect opportunity to do this. Jane Bradley, owner of ParentsCanada says, “We love being involved with such a great organization and event; we love the team behind the show, and we can’t wait to reintroduce our brand to all of this fall’s attendees.”

ParentsCanada is the cheeky, well-informed friend parents need by their side, from the moment the pregnancy test shows positive through to the preteen and teen years. ParentsCanada.com and the ParentsCanada digital magazine (published quarterly) offer relevant, approachable content for all aspects of life as a parent. Readers can expect in-depth articles on growth and development, tips and hacks for common household and everyday problems, mealtime and snack solutions, fun stuff like crafting and product roundups, and so much more. Plus, parents can expect more of the same great content across Twitter, Instagram and Facebook.

The BabyTime Show and ParentsCanada look forward to welcoming you at The International Centre, November 16 to 18, 2018. For more details, please visit www.babytimeshows.ca

For more information please contact:

Jennifer Allaby
VP, Baby & Toddler Show Inc.
allaby@sportshows.ca

Jane Bradley
President, ParentsCanada
janeb@ParentsCanada.com