

Rain Needn't Stop Play With Waterproof Trousers from Little Terra

Submitted by: Shepherd PR Limited

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As much as we may remember childhood winters consisting of crisp frosty mornings with perfect blue skies and a layer of glistening snow, the reality was probably very different.

It's more likely that most days were spent avoiding the rain and the slush – and it's no different for children today.

That's why outdoor clothing specialist (<http://www.littleterra.co.uk/>) Little Terra is living up to its reputation for supplying online brands to off-road kids with a range of waterproof trousers (http://www.littleterra.co.uk/Product_Type/Childrens-Waterproof-Clothing/Kids-Waterproof-Trousers) aimed at keeping youngsters outside and active whatever the weather.

The range features brands such as Sprayway, Regatta, Target Dry and Bush Baby that prove waterproof trousers can be on trend as well as functional.

Products include Bush Baby Kids Waterproof Mountain Dungarees (http://www.littleterra.co.uk/Product_Type/Childrens-Waterproof-Clothing/Kids-Waterproof-Trousers/Bush_Baby_Mountain_Du) which are hard-wearing, fully-taped and breathable and come with a useful chest pocket.

Target Dry's Packaway Overtrousers (http://www.littleterra.co.uk/Product_Type/Childrens-Waterproof-Clothing/Kids-Waterproof-Trousers/Target_Dry_Packaway_W) are lightweight, waterproof and windproof and they are the ideal solution for wet walks in the country or messing around in the garden.

Sprayway has been a name trusted by mums and dads for years, and now the brand's Junior Rain Pants (http://www.littleterra.co.uk/Product_Type/Childrens-Waterproof-Clothing/Kids-Waterproof-Trousers/Jnr_Rain_Pant_2-3_Black) are available from <http://www.littleterra.co.uk>

These practical trousers have a lightweight taffeta lining which, when teamed with a base layer, keeps young legs warm as well as dry.

Carolyn Budding, children's clothing buying specialist at Little Terra (<http://www.littleterra.co.uk/>), said: "As a mum-of-two myself, I know what a nightmare it can be if your kids get soaking or covered in mud on a walk.

"This range will keep youngsters warm and dry, but it also introduces some fantastic funky designs that children will love wearing."

Waterproof trousers available from Little Terra are featured in their autumn and winter range video, available to view at <http://www.youtube.com/user/LittleTerraShop>

For more information about Little Terra, and to see its other ranges of outdoor clothes and accessories for children, visit www.littleterra.co.uk

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Press release issued by David Johnson, Shepherd PR on 23/11/10. For more information, or to arrange an interview, call 01335 368020 or email david@shepherd-pr.com

Notes To Editors

Little Terra is a children's online retailer specialising in high-quality clothing and products that support the lifestyle of active young people and their parents.

Every item is carefully chosen by the company's managing director, Carolyn Budding, who brings her own experience as both a specialist buyer and a mother of two to ensure products are more than capable of meeting the demands of modern families.

Little Terra stocks winter clothing brands including Spyder, Jack Wolfskin, Hi-Tec and Columbia, and other Little Terra brands include the acclaimed Vaude and Bush Baby child carriers, Radicool 100+ UV sunsuits and Sprayway.

Little Terra's headquarters are in Derbyshire, in the Amber Valley. Little Terra is a sister company to Terra Nova Equipment, which is also led by Carolyn and her husband Andy Utting, and designs the world-renowned Terra Nova Tents and rucksacks, the trusted brand Wild Country Tents, and the high-performance Extremities® range of gloves, hats and other accessories.