

hello Lakeside - Kiddicare opens its biggest baby superstore at Lakeside Retail Park

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On 12 December baby specialist Kiddicare throws open the doors of its largest baby superstore at Lakeside Retail Park.

Kiddicare (<http://www.kiddicare.com>) Lakeside is the third regional destination superstore to open on former Best Buy Sites, acquired with parent company Morrisons earlier this year. The superstore, which occupies 50,000ft² and stocks over 3,800 products, has created 167 local jobs.

CEO Scott Weavers-Wright says: "After the hugely successful launch of Kiddicare stores in Merry Hill and Nottingham it's fantastic to launch Kiddicare Lakeside, bringing the WOW Kiddicare experience to Thurrock. Expect truly world-class shopping – hi-tech retail theatre anchored with a great customer proposition: brilliant product range, unbeatable prices and outstanding customer service."

Kiddicare is running a competition on its Facebook page to find a local mum to cut the ribbon and declare the new store officially open. The winner will also receive £500 to spend in-store on the opening day.

And to help other local mums get ready for Christmas, as well as a Price Match Promise guarantee, Kiddicare Lakeside will be offering up to 50% off a selected range of toys and a host of festive promotions. Perfect for your stocking fillers!

What's inside?

To make the shopping experience easy, happy and above all fun, Kiddicare Lakeside offers a whole host of family-friendly features:

- "Walk in the Park" buggy test track
- A free dedicated Event Room for customers and the community
- Children's play area
- Free and fast customer WiFi
- Touch-screen Browse & Order points
- Nursing Nest relaxed environment for quiet feeding and privacy
- Spacious and healthy Kiddicafé
- Baby Gift List, complimentary gift registry service
- V.i.B. (Very Important Baby) free personal shopping service
- Free car seat fitting and safety checking for all
- Pushchair servicing
- Mummy-and-me toilet facilities
- Try before you buy pushchair track

Smart store

Clever technologies are just one of the elements that make Kiddicare Lakeside unique. Electronic

shelf-edge labels are installed for immediate multi-channel price changes; speedy and secure guest WiFi allows customers to price-check as they browse and, to avoid customers queuing for free car seat fitting, a 'virtual queue' text message system alerts them when it's their turn.

Community focus

At the heart of Kiddicare Lakeside lies a real emphasis on community. Founder Elaine Weavers-Wright says: "We've designed the store as a social 'hub' – the Kiddicafé has big community tables and a play area so it's the perfect place for mums and families to meet, drink great coffee, make new friends and share parenting tips. Our Event Room is dedicated to our customers and community. We'll be hosting a number of events for mums."

Store Manager and mum-of-one, Carol Canfer, adds: "The store is looking fantastic and we've got a great team of specialist colleagues who really know their stuff. We can't wait to welcome families and show them around. We think they're going to love what they see!"

Kiddicare has just won four new trophies at the 'Oscars of the baby industry' - the prestigious Mother & Baby Awards, including the reader-voted and much coveted Gold Award for Best Online Retailer. The other wins were the Gold Award for Best Baby Toy 12-24 months for Buzzing Brains Stack'n'Sort Cups, the Silver Awards for Best Disposable Nappy for Just4Bums, and the Bronze Award for Best Highchair for Baby Weavers Wean Me.

ENDS

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Notes to editors:

- Baby specialist Kiddicare was established in 1974 and became part of the Morrisons family in February 2011
- In Nov 2012 Kiddicare was awarded Mother & Baby's much-coveted Best Online Retailer Award for the fourth time in five years. The trophy cabinet also boasts multiple awards for outstanding product range, delivery and customer services from independent influentials including Which? and Retail Systems
- By the end of 2013 over 1,000 staff will be employed by Kiddicare
- Over 1m customers visit Kiddicare.com each month
- Find Kiddicare on Facebook (<http://www.facebook.com/kiddicare>), Twitter (<http://twitter.com/kiddicare>), Pinterest (<http://www.pinterest.com/kiddicare>) and Google+ (<https://plus.google.com/113052399709554895027/posts>)

Current Kiddicare superstore locations:

Kiddicare Peterborough, Club Way, Cygnet Park, Hampton, Peterborough, PE7 8JA
Open 9am-5.30pm Mon-Sat, 11am-4pm Sun & Bank Holidays

Kiddicare Nottingham, Castle Marina Retail Park, Castle Bridge Road, Nottingham, NG7 1GX. Open 9am-8pm Mon-Fri, 9am-6pm Sat, 10.30am-4.30pm Sun & 9am-6pm Bank Holidays

Kiddicare Merry Hill, The Merry Hill Centre, Brierley Hill, Dudley, DY5 1SY
Open 9am-8pm Mon-Fri, 9am-7pm Sat, 11am-5pm Sun, 9am-6pm Bank Holidays

Kiddicare Lakeside, Lakeside Retail Park, Weston Avenue, Thurrock, RM20 3LP
Open 9am-8pm Mon-Fri, 9am-6pm Sat, 11am-5pm Sun & Bank Holidays

With 476 stores Morrisons (<http://www.morrisons.co.uk/>) is the UK's fourth largest food retailer, uniquely sourcing and processing most of its fresh food through its own manufacturing facilities, allowing close control over provenance and quality. Only 100% British fresh beef, lamb, pork and poultry are sold and Morrisons now has more people - including butchers, bakers and fishmongers - preparing food in-store than any other retailer. Every week, 11.5 million customers pass through its doors and more than 132,000 colleagues work hard each day to deliver great service. With competitive prices and hundreds of special offers, Morrisons is proud to save customers money every day.