

Capture your baby's unique journey with Beginnings Imagined

Written by

Tuesday, 10 June 2014 15:55



Moms and dads are invited to visit imagined.playtexbaby.com where you will be asked to answer a few short questions about your child and submit an image for your chance to win a custom illustration by children's book author and illustrator, Julie Olson. All illustration winners will then be entered for a grand prize drawing of a \$5,000 scholarship.

As first time moms, Tia Mowry-Hardrict and Tamera Mowry-Housley, recognized that each of their children had a unique story to tell, and worked with Olson to create custom Beginnings Imagined illustrations for their children. Mowry-Hardrict and Mowry-Housley shared their child's personality traits, favorite toys and interests. With this information, Olson was able to capture each child's unique story to create their own Beginnings Imagined illustration.

"We always joked that Aden might become an explorer when he grows up because he has so much energy and loves to explore everything," said Tamera Mowry-Housley. "My husband and I love to sit around and talk about what his future holds, and to have this illustration that captures his spirit and personality at this time in his life is something I will always treasure."

"These illustrations are beautiful keepsakes," said Tia Mowry-Hardrict. "We find the days and years are just going by so quickly and you forget all of the little things they say, and do and love. We will always be able to look back on this illustration as our son grows and reflect on how he has evolved."

The contest runs from June 3, 2014 to July 1, 2014. Parents who provide responses based on their child's likes and personality and submit an image will be entered into the daily drawing to win a customized illustration by Olson. Additionally, winners will then be entered into the Playtex grand prize drawing for a chance to win a \$5,000 scholarship for their child.

For more information on the Beginnings Imagined campaign and Playtex Baby products visit www.facebook.com/PlaytexBaby

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www.playtexbaby.com