



"Ants in the Pants Introduces First Line of Children's Play Clothes"
Children's Play Clothes Inspired by the Silly, Giggly Things Kids Do

Wayne, NJ, December 4, 2013 — Today, local entrepreneur, Jolie Della Valle introduces Ants in the Pants, an innovative new line of children's play clothes for kids ages 6 months to 4 years old. Inspired by the exceptional things kids do, this new line of play clothes reminds both children and parents to embrace the silly, fun-loving nature of the ants and the unique, creative qualities of every child.

The newest *Ants in the Pants* line consists of 100% cotton reversible pants available in eight prints, including blue & pink denim, pink & blue owls, giraffes, skyscrapers, cupcakes, and peace signs. Every bottom is double-lined and made to be cuffed at the bottom to reveal the ant print. The clothing line also includes onesies and T-shirts with an "I Have Ants in my Pants!" screen print design on the front.

Ants in the Pants also carries reversible ant print diaper covers for the silliest, giggliest little tots! Currently, all products are handcrafted locally to ensure every child receives the highest quality play clothes. All outfits are machine washable so kids can play without limitations and be as spontaneous and messy as they want.

"I'm so excited to introduce *Ants in the Pants* play clothes to both children and adults," says Jolie Della Valle, founder and designer of *Ants in the Pants*. "When children wear *Ants in the Pants* I want them to feel the love and passion that I put into making them and embrace the inner, unique silliness they all possess!"

The *Ants in the Pants* brand prominently features "Georgie", a fun-loving ant friend, who reminds children that being playful and silly is the best part about being a kid! Children and adults can follow Georgie and his pals on Facebook at www.facebook.com/iloveantsinthepants.

Blush Boutique in Wayne, NJ will be hosting a launch celebratory party for *Ants in the Pants* on December 14th, 2013, from 3PM-8PM. For more information, please visit loveantsinthepants.com/blog.

About Ants in the Pants

Ants in the Pants, LLC, is a children's play clothes line with the mission to inspire children and celebrate the ants in their pants! The line is available through its online retail boutique, www.iloveantsinthepants.com. The clothing is designed and created by owner and founder, Jolie Della Valle.

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