

Press Information  
April 2009

## **HIPPYCHICK COMES TO THE RESCUE OF ALL FFN's WITH AFFORDABLE FESTIVAL COOL FOR ALL THE FAMILY**

[www.hippychick.com/festivalfun](http://www.hippychick.com/festivalfun)

Follow Gwyneth Paltrow and Angelina Jolie's lead and let your child enjoy the sounds of the world's coolest bands! Summer music events and festivals - once no go areas for children - have rapidly established themselves as 'must do' events on family calendars. And this year, with the credit crunch biting and more families than ever choosing to holiday in the UK, it is anticipated record numbers of parents and children will attend festivals in 2009.

For any **FFN's (Family Festival Novices)** out there, Hippyck has come to the rescue with a 20% **FFF (Family Festival Fun)** saving offer on essential festival buys as well as a free online guide to the best family friendly festivals. Check out [www.hippychick.com/festivalfun](http://www.hippychick.com/festivalfun).

### **Ditch the buggy!**

Forget ploughing through muddy fields with a buggy and join experienced festival goers in leaving your wheels at home. The Hippyck Hipseat usually £36.70, will be under £30 (£29.36) to anyone buying it from the [www.hippychick.com/festivalfun](http://www.hippychick.com/festivalfun) site.

The unique, ultra compact carrier velcros around your waist to provide your little one with a comfortable shelf to sit on, making them instantly lighter by supporting their weight from underneath.

This essential piece of festival kit will not only save your back and arms from the strain of carrying your little one all day, but will also provide them with the ultimate viewing platform to watch all those cool bands from! Handy internal pockets in the belt also ensure that any valuables you take with you are secure.

### **Come rain or shine!**

Don't give yourself away as an FFN by shunning the fun when there's no sun! Kit your kids out with Hippyck's fantastic new range of All Weather Clothing and you'll be able to enjoy all that the festival season has to offer whatever the British weather has in store this summer.

Made from the very highest quality Teflon coated nylon, the clothing has been designed to be completely waterproof, windproof and breathable. Hippyck's range of jackets, over trousers and dungarees are also fully machine washable - an essential attribute for festival kit as any seasoned festival go-er will vouch for!

With the range - which caters for children from 12 months to 10 years - starting at just £22.00 before Hippyck's 20% FFF discount has even been applied it's a great affordable insurance policy for family fun whatever the weather.

### **Give it a go!**

If you're not sure where to start just check out [www.hippychick.com/festivalfun](http://www.hippychick.com/festivalfun) for more details on Hippyck's favourite family festivals (listed below):

| <b>Family friendly festival</b>                        | <b>Dates</b>     |
|--|------------------|
| Wynchwood Music Festival, Cheltenham Racecourse        | 30 May – 1 June  |
| Glastonbury, Shepton Mallet, Somerset                  | 24 – 28 June     |
| Cornbury Festival, Charlbury, Oxfordshire              | 11 – 12 July     |
| Latitude, Southwold, Suffolk                           | 16 – 19 July     |
| Larmer Tree Festival, Salisbury, Dorset                | 15 – 19 July     |
| Camp Bestival, Lulworth Castle, Dorset                 | 24 -26 July      |
| Secret Garden Party, Huntingdon, Cambridgeshire        | 23 – 26 July     |
| The Wickerman Festival, East Kirkcaldy, Scotland       | Tbc July         |
| Lovebox Weekender, Victoria Park, London               | Tbc July         |
| Big Chill, Eastnor Castle, Herefordshire               | Tbc August       |
| Green Man Festival, Brecon Beacons                     | 12 – 13 August   |
| Cropredy, Oxfordshire                                  | Tbc August       |
| Summer Sundae Weekender, De Montford Hall, Leicester   | Tbc August       |
| Bestival, Isle of Wight                                | 11- 13 September |
| The Magic Loungeabout, Newbury Priory, North Yorkshire | tbc              |

**For further press information, images or samples, please contact:**

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