



## Amazon.co.uk launches its free Baby Box - filled with must-have essentials for new parents delivered directly to the door

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Amazon Prime members who set up a Baby Wish List benefit from a free Baby Box, worth over £40

The Amazon Baby Box includes a muslin blanket, nappy rash cream, nipple cream and baby bottle

**London, 5th February 2016** – Amazon.co.uk has today launched its free Baby Box packed with must-have essentials to help expectant parents prepare for their new arrival, exclusive to Prime members who register a Baby Wish List.

The Amazon Baby Box is worth over £40 and includes a muslin swaddle blanket, baby bottle, travel nappy bag dispensers or nappy bags, teething rattle, baby toy, [organic porridge](#), nipple cream, nappy rash cream and a magazine for new parents.

Prime members after the end of their 30 day Prime free trial, are eligible to claim a free Baby Box after registering their Baby Wish List at Amazon.co.uk. The Baby Box will be delivered directly to the door with no purchase necessary.

### The Amazon Baby Box includes:

- [SwaddleDesigns Muslin Swaddle Blanket in Silver Gift Box](#)
- [Medela PureLan Nipple Cream](#)
- [MAM Anti-Colic Self-Sterilising Bottle](#) or [Tommee Tippee Closer to Nature Easi-vent Feeding Bottle](#)
- [Weleda Baby Derma White Mallow Nappy Cream](#)
- [Angelcare On-The-Go Travel Nappy Bag Dispenser with Refill](#) Bag or [Travel Nappy Bag Refill](#)
- [Lamaze Gigggle Bunny Ball](#)
- [Disney Winnie the Pooh teether](#)
- [Organix Organic Baby Rice](#) or [Organic Strawberry and Banana Porridge](#)
- Product and parenting guide book

“Becoming a new parent can take you into a whole new world of products that you never knew existed, and it’s no surprise that parents may feel overwhelmed,” said Ling Tsang, Baby Wish List Manager at Amazon.co.uk. “We’ve created the Amazon Baby Box to give Prime members a helping-hand in their first weeks and months of parenthood by delivering a handpicked range of must-have essentials directly to their door.”

The Amazon Baby Wish List is an online gift list that gives you the ability to create and browse existing product lists if you are preparing for a new baby, celebrating a new arrival or a big birthday for a little one. A Baby Wish List can be used by parents to keep track of what they need to purchase before their baby arrives and during their early years. It can also be shared with family and friends if they want to contribute. Customers simply select items from the huge selection of baby products available on Amazon.co.uk, click 'Add to Baby Wish List' and then share the list. With Universal Wish List you can even add products from other retailers.

Amazon.co.uk's Baby Wish List can be used for other key parenting events, including baby showers, an increasingly popular celebration for mums-to-be. The Duchess of Cambridge was the first member of the Royal family to host a baby shower, and other celebrities who have embraced the trend include Abbey Clancy, Sienna Miller and Sam Faiers.

Amazon Prime is an immensely popular service with millions of members in the UK already enjoying unlimited One-Day delivery on millions of products, more than 15,000 movies and TV shows as well as more than a million songs to stream or download, unlimited photo storage and more than a million Kindle books to borrow – all as part of their membership and at no extra cost.

Launched in 2015, Prime Now has proved popular with parents, enabling customers in eligible addresses in the UK to receive their baby essentials within one hour of ordering, or free delivery within a choice of two-hour delivery slots. Before Christmas, peak purchases of baby products occurred through the night from 11pm with mums and dads receiving bestselling items like Johnson's Extra Sensitive Baby Wipes and Pampers New Baby Jumbo Nappies at the very beginning of the following day. Customers can visit [www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow) to discover eligible delivery postcodes.

Prime Same Day offers Prime members in eligible addresses free same-day delivery on one million items. Prime members who place an order for same-day delivery by noon, on any day of the week, will receive their delivery between 6pm and 10pm on that same evening. To learn more and check for eligible postcodes, visit [www.amazon.co.uk/sameday](http://www.amazon.co.uk/sameday).

To find out more about Amazon Baby Wish List and the Amazon Baby Box, please visit [www.amazon.co.uk/babylist](http://www.amazon.co.uk/babylist)

- ENDS -

**For further information or product imagery, please contact:**

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