

Two Blue Peas Enters the Blogosphere Full Throttle

Twobluepeas.com Co-founders Reach Out to Customers on a More Personal Level Through 'Two Peas and a Blog'

Sept. 27, 2007 - [PRLog](#) -- AUSTIN, Texas – Two Blue Peas (twobluepeas.com), a hip online baby boutique that brings together stylish baby clothes, bibs and blankets, shoes, toys and unique baby gifts in a single easy-to-use website, takes shopping to a more personal level through a daily blog from co-founders Sarah Brown and Helen Huckaba.

“We wanted to give customers some insight into who they’re purchasing from,” says Brown, “We’re not a disconnected corporate shop run by a staff of 100 people buried in cubicles. We’re just a couple of passionate, hard working businesswomen, moms, wives – just like our customers.” Superior service and a hometown boutique atmosphere ranked highest among the founders’ priorities when starting Two Blue Peas nearly a year ago.

The daily subject matter of Two Peas and a Blog (twobluepeas.com/blog) ranges from pop culture topics to firsthand accounts of raising a child to accolades about other mompreneurs trying to make it in the business. According to Brown, “Supporting women in a similar boat is very important to us.” She adds, “We’re committed to doing anything we can to help raise awareness of these talented ladies or even inspire others to finally start what they’ve only dreamed about.”

Blogging is an easy way for Sarah and Helen to connect with customers by providing a public gateway to their thoughts, opinions and daily lives, but Two Peas and a Blog also serves as a creative outlet for the pair of first-time entrepreneurs. “Running a business while caring for my daughter can sometimes be a rollercoaster of a ride,” says Huckaba, “I actually look forward to venting my joys, frustrations and sometimes just random thoughts at the end of the day.”

Two Peas and a Blog can be found online at twobluepeas.com/blog. In addition to the regular daily posts, the blog is sprinkled with the occasional coupon code, freebie and special offer available exclusively to loyal readers.

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Two Blue Peas (twobluepeas.com) is an online baby boutique that features baby clothing, bibs, blankets, shoes, and gifts from undiscovered artisans and recognized brands. Two Blue Peas is a user-friendly online store offering a variety of chic options for the trendy parent and discerning gift-giver. The site offers a personal shopping experience, designed to create a local baby boutique atmosphere online. Two Blue Peas was started by two women in 2006 and is based in Austin, Texas.

Website: www.twobluepeas.com

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