

The Organized Home for New Parents

CREATE ROUTINE-READY SPACES FOR YOUR BABY'S FIRST YEARS



Instagram powerhouse and celebrity organizer Ría Safford shows overwhelmed parents how to manage life at home with a baby or toddler with her easy-to-use organizational, sample routines and mindset-shift tips. Content includes:

- **Organizational Plans** for maintaining your child's spaces, tidying their pram and changing bag, and keeping up with the ever-growing laundry pile
- **Systems** for shared places to make activities like breastfeeding and solid food prep more manageable
- **Inspiration** with dozens of before & after images from inside new parents' homes organized by Ría
- **Mindset-Shift Tips** to help with the mental load and multi-tasking of keeping your family on schedule
- **Guidance** for building good habits to regularly reset your spaces as your child grows, cycling out toys, clothes and other items

The Organized Home for New Parents fills a hole in the “new parent” market for the unexpected and overwhelming stuff that comes along with a new baby and will sit perfectly alongside perennial bestsellers in this category, such as “*What to Expect When You're Expecting*” and “*The Happiest Baby on the Block*”.

FIRST PRINT RUN: 50K RRP: £25.00 DIMENSIONS: 190 x 228 MM BINDING: HB NO OF PAGES: 256 ISBN: 9781958803042 PUB DATE: OCTOBER 2023

MARKET OPPORTUNITY

“As my wife and I were preparing for the arrival of our first child, we bought and read all the “must-have” books for new parents. But not a single one of them taught us how to prepare our home for life with a baby. As publishers, we saw this as an opportunity and set out to create a book that could become essential reading for new parents who want to get organized and ready for life at home with a newborn. Ría Safford's book aims to fill this gap in the marketplace. It provides practical guidance to new parents who want to avoid unnecessary stress after their baby's arrival. Our goal is to position this book as the go-to resource for new parents who want to ensure that their home is set up efficiently, effectively, and safely for their young child.”

-Peter Licalzi, Publisher, Blue Star Press

A few examples of books for new parents that cover essential topics

The Holy Grail



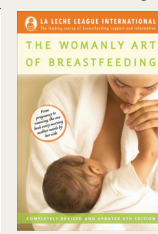
Potty Training



Sleep



Breastfeeding



Home Set-Up



ABOUT RÍA @riorganize

Ría Safford is a mum of 3 and the founder of RiOrganize, a company offering full-service organization, design and space planning to families across the United States. Ría has organized spaces for A-list clients like Vanessa Bryant and Meghan Trainor and for everyday families who are desperate for more streamlined systems in their homes. Ría's own organization journey began when she became a new mum and felt overwhelmed by all the mess accumulating in her house. She set out to calm the chaos and help families everywhere reduce stress and create routine-ready spaces that would make managing life with little ones easier. Ría has partnered with companies including Target and Michaels and has 326K+ fans following her on Instagram for organization inspiration and advice. Ría's family descends from Cuba. She now lives in Dallas with her husband and three kids.

BRAND PARTNERSHIPS

Target, Michaels, Staples, Boll & Branch, Ruggable, Athletic Greens, Gillette, Ziploc, Scotch/3M, iDesign, U Brands, Apartments.com, Grove Collaborative

AVAILABILITY

In-person or virtual events and collaborations



326K

"This book is a must for all new parents. Ría gets the craziness of managing a home with young kids and has set up routine-ready spaces in our home while making the process fun!"

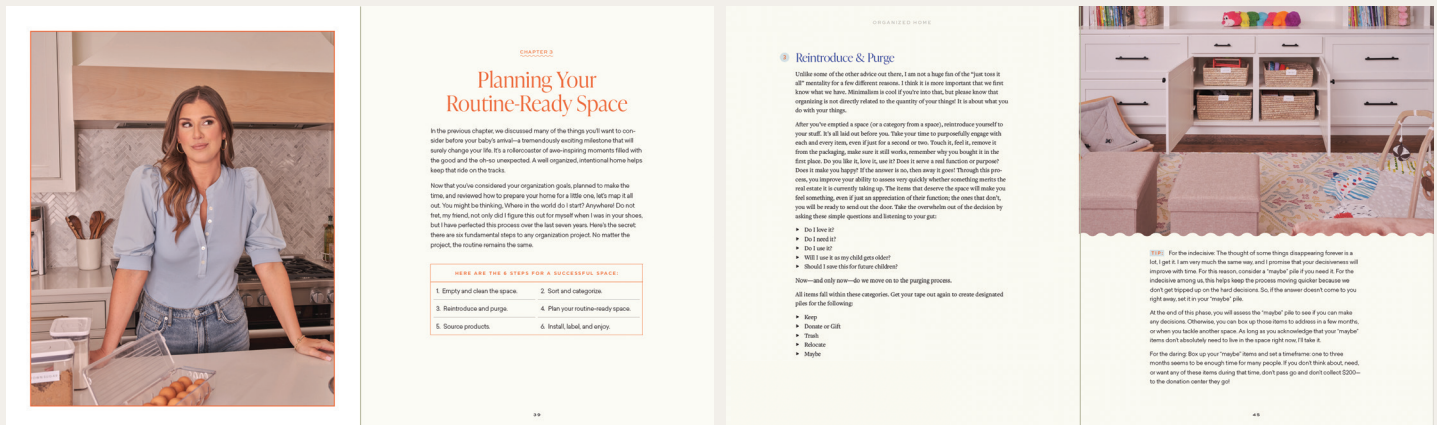
—CIARA

"Ría is one of a kind—she is like our organizing fairy godmother. This book is a must—her straightforward, funny, and energetic approach to this book truly makes it a must-have for any new or expecting parent."

—JESSE TYLER FERGUSON & JUSTIN MIKITA

"I'm so happy that parents can experience the warm, energetic, and practical approach to organizing that Ría has brought my family for years."

—VANESSA BRYANT



MARKETING & PUBLICITY

BOOK TOUR: 10-city book tour partnering with celebrities and influencers, including Dallas, Los Angeles, and New York City's tri-state area

INFLUENCER CAMPAIGN: 250+ influencers committed to feature the book

CELEBRITY COMMITMENTS: Vanessa Bryant, Ciara, Jen Atkin, Jesse Tyler Ferguson, Patrick J. Adams and Troian Bellisario, Morgan Stewart, Alex Snodgrass, and Kelly Sawyer have committed to posting about the book

AUTHOR PROMOTION: Author will promote to her loyal Instagram fan base of 326K and on her website riorganize.com

BOOK TRAILER: Professional book trailer to be created

BRAND PARTNERS: Collaborate with Ría's brand partners for promotion and to build buzz

PR AGENCY: PR agency pitching national TV shows including *Good Morning America*, *TODAY*, *The Kelly Clarkson Show*, and *The Drew Barrymore Show*

NATIONAL TV & PRINT CAMPAIGN: *Parents*, *Real Simple*, *Better Homes & Gardens*, *Good Housekeeping*, *People*, *Cosmopolitan*

LOCAL PRESS CAMPAIGN: Press campaign targeting author's local media outlets (radio, TV news, magazines, newspapers)

SATELLITE TV & RADIO TOUR: Satellite TV and radio tour to make author available for interviews with local TV and radio outlets across the country

BLOGGER CAMPAIGN: Features and reviews in relevant parenting and home organizational blogs: *The Bump*, *The Skimm*, and *Motherly*



Spring 2022 Target partnership with author and organizational product powerhouse U Brands; \$2M buy, with 12 SKUs, on an endcap at 820 stores. Overwhelmingly successful promotion with most of the product sold out in the first month.

