

Making growing up fun in Penticton

It has been just over a month since Please Mum opened its doors in Penticton and business is booming. With the first Holiday season in their new home underway, it's clear that Please Mum is making a name for itself by offering adorable, affordable styles that parents and grandparents alike can't find anywhere else.

As anyone who spends time with children knows, it's difficult to dress kids during the Holidays. Formal outfits aren't comfortable and casual clothes just won't cut it for family gatherings, holiday photos and numerous Holiday parties.

That's where Please Mum comes in; having seen the need for comfortable yet stylish Holiday looks from newborn to pre-teen and delivering them at a price that still allows for plenty of Holiday cheer.

While competitors around the country are closing up shop, Please Mum has continued to grow in communities across Canada; having recently opened new locations in southern Ontario, Alberta and closer to home in Vernon, BC and of course, Penticton.

"We're really excited to be open in Penticton!" says Claude Chernoff, manager of the Penticton location, "The store is an entirely new concept and it really encom-



Claude Chernoff of Please Mum is all smiles with the opening of their new children's clothing store in the 200 block of Main Street.

passes our goal to 'make growing up fun.'"

The first and only store of its kind in the Please Mum line up, Please Mum Penticton is a truly unique experience. Everywhere you look there are hidden details and charming touches to entertain young and old customers alike.

From a tea party nook to a circus tent to raccoons hiding playfully underneath painted manhole covers, the beautiful new concept store is made to please both children and their "mums".

"The design is really special," says Chernoff, who is no stranger to Please Mum, having worked for

the company for six years and managing seven different Please Mum locations.

"It really showcases who we are and what we're about. The clothes are amazing, but there is more to us than that. We're playful, we're different and we realize that there is more to the shopping experi-

ence than just great clothing."

Since Please Mum first opened its doors in 1986 it continues to be proudly Canadian and dedicated to engaging the local community and supporting healthy, fun activities for children across Canada. Chernoff hopes that her store will become increasingly more involved with the Penticton community, allowing them to continue the tradition started by the Vancouver-based company more than two decades ago. When asked if she plans to get started soon Claude replied, "We can't wait! We have so many ideas and we're excited to get started!"

To get to know the new Please Mum team better, Claude and all of the staff at Please Mum Penticton invite everyone to come by for a visit during the Holidays season. "Whether just taking a look, shopping for your own children, or finding gifts for any special little ones on your list, we've got something in store that will make them, and you, smile."

With such wonderful staff and kid-friendly designs, it's no surprise that Please Mum has been making growing up fun for over 20 years!

Happy holidays to you and yours, from your friends at Please Mum!

What's on downtown

December 4-6

Walk to Bethlehem

December 5:

*Costs: \$100 - \$200

December 12

Penticton's Largest Small Office Party (Lakeside)

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2009 WINTER SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	6:00 am to 7:00 am Athletic Spin		6:00 am to 7:00 am Athletic Spin			New Classes!
	7:00 am to 8:00 am Total Boy Circuit	9:15 am to 10:15 am Healthy Backs	7:00 am to 8:00 am Total Boy Circuit	9:15 am to 10:15 am Healthy Backs	7:00 am to 8:00 am Total Boy Circuit	
9:30 am to 10:30 am Spin	9:00 am to 10:00 am Hagd & Body Sculpt	9:15 am to 10:15 am Cycle Sculpt	9:00 am to 10:00 am Hand & Body Sculpt	9:15 am to 10:15 am Cycle Sculpt		9:15 am to 10:15 am Steer Combo

NOW OFFERING COMPLIMENTARY FITNESS CLASSES TO ALL MEMBERS!