







# Mother & Baby

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THE NO.1 PREGNANCY AND BABY MAGAZINE

## TODDLER WORLD

NEWS, VIEWS AND GREAT IDEAS FOR YOU AND YOUR TOT

TODDLER CLASS of the MONTH



### Boogie babies

Baby Loves Disco is an afternoon party taking place nationwide for tots and their parents. You'll boogie to classic dance tunes spun and mixed by DJs from Heart FM - sure to get these little booties moving. There are bubble machines, baskets of instruments, a chill-out zone (with play tents, books and puzzles), nappy-changing stations, lots of healthy snacks and, of course, dancing who said your clubbing days were over? Visit [babylovesdisco.co.uk](http://babylovesdisco.co.uk) for info.

22 Leisure WE 020 8330 9531 September 6, 2007

## Dancing with my baby

Children had got restless and though the parents, potential preachers, had been busy with 20-year-old Dan Duffell here and his 10-year-old son trying to get this one of clubs, but they were working on Baby Loves Disco.

The afternoon dance party, designed for children and parents has arrived this Autumn, when it has been the talk of the town, and the Clapham Grand is having its inaugural event.

Supported by Heart FM, it hopes to provide a few hours of fun that both parents and children will enjoy. Something new to do always goes well. Heart FM DJ Gloria H, who will be spinning the tunes at the club.

The event, held on Sunday, 10th September, from 12.30pm to 4.30pm, will be held at the Clapham Grand, which is a club, but it is also a great venue for children to dance in a safe environment. The club has a special area for children, and the event is open to all ages.

It's not been a bad start, as a group of 100 parents and 200 children have already signed up for the event. The event is a great way for parents to spend time with their children, and it's also a great way for children to learn to dance. The event is a great way for parents to spend time with their children, and it's also a great way for children to learn to dance.

For all the family, dancing the afternoon away at Baby Loves Disco.

# Manchester Evening News

REUTERS

LONDON (Reuters) - The lights are low, the groove is grinding and the disco ball is flicking over flashes of brilliance on the dance floor.

But it's not 2 a.m., Saturday, at one of the capital's super-chic nightclubs. It's 2 p.m., Sunday, at south London's Clapham Grand club -- and the dancers are toddlers and their parents.

Baby Loves Disco -- an American phenomenon which gives parents the chance to go clubbing with their offspring -- has come to Britain, and it is proving a sell-out craze.

"It's more like Saturday Night Fever, not like a rave," says Sandra Skiba, brand manager for Baby Loves Disco.

"There's a chill-out area with books and puzzles if the music and lights get too much. And there's a snack bar with rice cakes and juice boxes."

Baby Loves Disco launched in Britain in September and has run three events in each of two venues in London and Manchester. They plan to launch in 4 more British cities next year and are also moving into Sweden, Denmark, Norway, Finland and Poland.

The thinking behind the concept is that parents and children rarely truly enjoy activities together: either the parents get bored, and cold, while the kids play in the park, or the kids get bored, and hot, while the parents go shopping.

Baby Loves Disco is an afternoon dance party open for accompanied children from 6 months to 7 years old. DJs promise parents "feelgood tracks" and "the best time you've had at a kids event."

"This is something to do together," says Skiba. "Sometimes it's difficult to find things to do as a family when it's getting cold and dark outside. It's very active and a good way to kip fit and healthy."

With every London and Manchester baby disco a sell-out so far, organizers hope the craze will grab the style-conscious parents of Britain as much as it has those in America, where kids discos are reportedly attracting celebrities like comedian Jerry Seinfeld and pop star Madonna.

Skiba insists "it really is a cool thing" to go out dancing with your toddler -- and stresses that the music is strictly not of the jazzed-up nursery rhyme variety.

"Kids love dancing, they boogie away the whole time, and they have shakers and hoola-hoops and scarves to wave around. But the music is not children's -- it's real club classics."

"It's the sort of thing where you would think 'I have nothing to wear, I can't possibly go' -- but at the same time there are some very yummy mummies there, and cool dads too."

# 24 hour potty people

It's sweeping the States and now it's coming to Manchester: discos for tots in bona fide nightclubs. Amy Glendinning speaks to the mum who's getting little feet moving

**T**ill chubbies at this party are likely to drink, walk, talk, sing and be having fun. And that's not all they'll do either. No, it's not a barbershop quartet but Baby Loves Disco, the latest sensation brought to our shores by a Manchester mum.

With a DJ playing disco and funk, bubble machines and lots of dressing up clothes and musical instruments, the disco provides a place to learn some baby moves while you are still too young to be considered by dad's dancing.

Also on offer are a buffet and drinks for both adults and children, and a party bar if mum wants to indulge in a little adult fun. When throwing some shaggy dogs and some shaggy dogs becomes too awkward, kids can play in sand trays, read books and do games in a club out room. Meanwhile relaxing mums are on offer to parents in need of pampering.

With the emphasis on having fun and making new friends, Naomi has high hopes for the first party. "It's an event for parents as much as the children. I think people from Manchester are going to love it."

DI Mikey Dee, a regular on the Manchester music scene, says this is the most unusual type of his career: "I don't really know what to expect, but I just want everyone to have a good time. If you have kids you can't go out every Saturday night."

Heather Murphy, a friend of Naomi's, says she's a big fan of the party. "When you have kids it can be hard sometimes to get out and make new friends. These parties have been so popular with parents in the States because you can go out and have a drink without having to worry about giving a baby a ride."

The emphasis on dancing is also an addition to the more sedentary forms of children's entertainment such as plays and video games.

"It's great. Having to follow a routine, and there are so many forms of exercise that you can enjoy as much as your child," adds Naomi.



GOOD TIMES Naomi Timperley, back right, is staging discos for children in a Manchester nightclub here next month after spotting that it had become a phenomenon in America. Picture: Andrew Yates

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## happy!

When smiles turn to gruzzles, these new ideas will get your baby beaming again

**TRY SOMETHING DIFFERENT...**



Arthur loves listening to music at Baby Loves Disco ([www.babylovesdisco.co.uk](http://www.babylovesdisco.co.uk)), says Judy Stephenson, 36, from London, mum to Arthur, 3 months, and Isabelle, 4.



Boogie baby Arthur with mum Judy

"It's a real disco with baby change and chill-out areas. It's not too loud so he can sleep. There's great music, healthy snacks and even a bar for the adults! It's great fun - the whole family can enjoy it together."

# Pure Cheshire

Contemporary county living

**Babies do disco**

The sounds of seventies and eighties disco will be played to babies and their parents at Club Pure as part of a new Stateside craze. Sale mum, Naomi Timperley, decided to set up a Baby Does Disco event in the Printworks, Manchester, after looking for party ideas. She said: "I think children benefit from listening to music and it helps promote memories of happy times. It's also a great family event. We'll have a bubble machine, a chill-out area and lots of great tunes. We'll also have a bar serving non-alcoholic cocktails and alcoholic drinks for the parents and healthy treats for the children." Baby Does Disco starts on September 9 between 2pm and 5pm and will run monthly. For more information visit [www.babylovesdisco.com](http://www.babylovesdisco.com)



Courtesy of Michael Twercy

