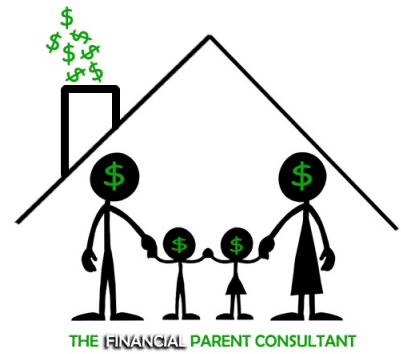


FOR IMMEDIATE RELEASE

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BABY BELLA BOUTIQUE JOINS FINANCIAL LITERACY CAMPAIGN WITH "THE FINANCIAL PARENT CONSULTANT"

Atlanta, Ga July 23, 2016 - Baby Bella Boutique located in Phipps Plaza in Atlanta partnered with Sheena Robinson, *The Financial Parent Consultant*, in her new National Financial Literacy Campaign titled "Saving our Children" that is geared toward helping parents begin teaching about finances at home.

"I am so honored to be a part of such a life-changing movement", said the owner of Baby Bella Boutique, Lolita Corinovscala. "I look forward to assisting many families as they begin to help their children take control of their financial future."

Robinson's new book, *Financial Parenthood: The Keys to Raising a Rich Kid*, is the highlight of the campaign and is now available at the boutique to help assist parents in becoming what Robinson terms as a financial parent, one who takes an early interest in educating children about how to build and maintain wealth.

The campaign will officially kick off in August as Robinson begins to tour around the country hosting workshops. You can visit www.financialparenthood.com for more information.

About Sheena: Sheena Robinson, The Financial Parent Consultant, is a financial professional who specializes in helping parents create financial and career plans for their children. She is the founder of Diva 4 Wealth, an organization dedicated to teaching financial literacy. She hosts various workshops monthly to help parents transition into their new role.

About Baby Bella Boutique: Baby Bella Boutique is an upscale boutique that carries an exclusive collection of one-of-a-kind children's apparel and other essentials for girls and boys from newborns to 14 years. Baby Bella is one of a chosen few North American distributors of Mima's luxury childcare line.

If you would like more information or schedule an interview, please contact Sheena Robinson at 404-980-3511 or email sheena@financialparenthood.com.