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For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



A HEARTBEAT OF SEPARATION WINS CREATIVE CHILD AWARD'S 2008 BABY CARRIER TOP CHOICE OF THE YEAR

SCOOTABABY AWARDED TOP PRIZE IN BABY CARRIER CATEGORY

Sunnyvale, CA (July 7, 2008) – Being a heartbeat away is significant to Vice Presidents and to babies. The judges at this year's Creative Child Magazine Awards competition kept their political views to themselves but wholeheartedly agreed that Scootababy®, a new type of babywearing carrier, was the Top Choice of the Year for baby carriers where just a heartbeat separates them from Mom (or Dad).

Creative Child Magazine hosts a 2-day annual event in Henderson, Nevada where guest reviewers are invited to participate. All products are divided into categories and displayed at various review stations. Guest reviewers – made up of 50 child educators, experts and moms -- are asked to sit and review products at one station and then move to another station. This allows for each product to be given multiple reviews based on criteria that corresponds to the product's category. Upon completion of the event all review forms are collected, scores are tabulated and awards given (or not) based on dozens of comments.

All products submitted, including award winners, are officially announced at www.creativechild.com and are showcased in their big Holiday issue, distributed in early November.



This year's **Baby Carriers Category TOP CHOICE OF THE YEAR** was inspired by the Native American papoose and other traditional-style carriers that allowed mothers to hold their newborns while continuing with their everyday lives. Unfortunately, many of these devices are uncomfortable for both baby and parent, and difficult to adjust to different body sizes and weights.

Because of its intelligent design, a tot in a Scootababy is held snugly against the parent's body, allowing him or her to hear and feel their parent's familiar and soothing heartbeat. The warmth generated by the body-to-body contact is incredibly soothing. The child gets carried without causing his or her parent any weight-related physical stress. And because its design allows face-to-face

contact it helps establish intimacy and emotional security between parent and child.

The Scootababy especially excels for babies five months and older (up to 40 pounds), because it is constructed with enough support for both parent and child to be comfortable even when the child is bigger, whereas many other babywearing devices aren't designed with a heavier child in mind. The Scootababy's super-fast up and down maneuvers make it easy for the child to get in and out, ideal for this active age.

Each Scootababy features quality design, materials, and workmanship and retails for \$107.00. The sturdy construction with reinforced seams is sewn in the U.S., made from quality materials from U.S. suppliers: Polartec® fleece, 100% cotton ring-spun denim from U.S. mills, performance EVA foam. Parents and caregivers can select their own style with 5 new colors being launched this year.

For more information, visit the company's website at www.scootababy.com.

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