



Photo Caption: JPMA Chair Brenda Berg, representatives from New Threads of Hope and Wanda Montgomery, MEd from Children's Hospital and Health System in Milwaukee signed a Safe Sleep Declaration today to highlight the importance of communicating Safe Sleep messages.

“Make Every Night a Good, SAFE Night”

JPMA initiative educates Milwaukee parents and caregivers on creating an optimal safe sleep environment for baby

MOUNT LAUREL, N.J. September 9, 2010--Brenda Berg, Chair of the Juvenile Products Manufacturers Association (JPMA), President of Scandinavian Child and mom of two, presented a donation of safe sleep items today to New Threads of Hope in Milwaukee. Today's donation marks the second stop in a five-city Safe Sleep education and donation tour in honor of JPMA's annually sponsored Baby Safety Month in September.

JPMA, a non-profit association dedicated to promoting the industry and the safe use and selection of juvenile products is committed to providing parents and caregivers access to vital safe sleep information during Baby Safety Month 2010. Today's donation included cribs, portable play yards, wearable infant blankets, HALO Sleep Sacks and onesies from the “This Side Up” campaign.

JPMA is working with Kids In Distressed Situations (K.I.D.S.) to facilitate the donations to children most in need. As part of the donation program, JPMA is also providing Safe Sleep education materials to those receiving the products. In addition to Milwaukee the month-long donation tour has stops in Chicago, New York, Washington, D.C., and Philadelphia. The Safe Sleep campaign was made possible by:

- Baby's Dream
- Crown Crafts
- Delta
- Dorel Juvenile Group
- Dorel Asia
- Graco
- Green Frog Art
- HALO Innovations Inc.
- Hayes Foundation
- Kids Line
- Kolcraft
- Lajobi
- Lambs & Ivy
- Million Dollar Baby
- Munire
- PEM America
- Stork Craft
- Summer Infant
- Westwood Design



From Left to Right: Kyra Oliver, Founder of The Hayes Foundation; Shirley Johnson, Social Work Director at Central Union Mission; Dr. Marian Sokol, President of First Candle; Chris Blake, Vice President of Kids in Distressed Situations; Julie Vallese Vice President of Public Affairs and Strategic Communications for Dorel Juvenile Group USA; Michael Dwyer CAE, Executive Director of JPMA; Craig Warner, Storehouse General Manager at World Vision National Capital Area; Janet Durig, Executive Director at Central Union Mission; Corwin Macklin, Executive Director World Vision in the National Capital Area.

JPMA’s Baby Safety Month Safe Sleep Campaign Makes a Third Stop on the Education and Donation Tour

JPMA initiative educates Washington D.C.-area parents and caregivers on creating an optimal safe sleep environment for baby

MOUNT LAUREL, N.J. September 15, 2010—Michael Dwyer CAE Executive Director of the Juvenile Products Manufacturers Association (JPMA) presented a generous donation of safe sleep items on behalf of members today to World Vision. The donation marks the third stop in a five-city safe sleep education and donation tour in honor of JPMA’s annually sponsored Baby Safety Month in September.

“Deaths due to unsafe sleep practices are preventable,” said Dr. Marian Sokol, President of First Candle at the donation press conference. “It is our goal to ensure that every parent is aware of and prepared to adopt lifesaving safe sleep practices and that every baby has a safe place to sleep, especially if the family cannot afford one. In doing so, we could quite literally save thousands of infant lives for generations to come. We applaud JPMA for this important effort on behalf of babies and families.”

JPMA, a non-profit association dedicated to promoting the industry and the safe use and selection of juvenile products is committed to providing parents and caregivers access to vital safe sleep information during Baby Safety Month 2010. The Safe Sleep campaign was made possible by:



From Left to Right: Bob Waller CAE, President of JPMA; Kelley O'Neill, Maternity Care Coalition Cribs for Kids Program Associate; Cathy Melfi Communications Director at Maternity Care Coalition; Michael Dwyer CAE, Executive Director of JPMA; Dr. Eileen Tyralla, Pediatrician at St. Christopher's Hospital for Children in Philadelphia; Susan Berning, CEO of First Candle

JPMA's Baby Safety Month Safe Sleep Campaign Stops in the City of Brotherly Love

Safe Sleep donation benefits Philadelphia-region parents and caregivers

MOUNT LAUREL, N.J. September 21, 2010—The Juvenile Products Manufacturers Association (JPMA) donated approximately \$20,000 of safe sleep products today to Maternity Care Coalition at a Baby Safety Month event hosted at St. Christopher's Hospital for Children in Philadelphia.

Michael Dwyer CAE, Executive Director of the Juvenile Products Manufacturers Association (JPMA) presented the donated cribs, portable play yards and safe sleep clothing to help raise awareness on the importance of creating a safe sleep environment for children.

“This year marks the 23rd year JPMA has celebrated Baby Safety Month and this year is dedicated to Safe Sleep,” said Dwyer. “JPMA is committed to educating parents and caregivers nationwide on the best safe sleep practices to make every night with baby a good, safe night. We are honored to provide these items to families in need with the help of Maternity Care Coalition.”

Today's Earlier this month JPMA visited Chicago, Milwaukee and Washington D.C. and the campaign will conclude with a donation to the Inwood House in New York City on September 27th. In total, JPMA will donate nearly \$200,000 in safe sleep items during Baby Safety Month 2010. JPMA is working with Kids in Distressed Situations (K.I.D.S.) to facilitate the donations to children most in need and today's event is the fourth stop on the JPMA Safe Sleep education and donation tour.

“Aside from SIDS, more babies die in the US each year in unsafe sleep environments than from abuse or neglect. These tragic deaths are completely preventable. A baby should always sleep alone, on his or her back, in an uncluttered crib,” said Cathy Melfi, Communications Director of Maternity



From left to right: Mike Dwyer, Executive Director of JPMA; Julie Vallese, VP of Public Affairs and Strategic Communications of Dorel Juvenile Group USA; Joe Shamie, Co-President of Delta; Louis Shamie, Founder of Delta; Susan Berning, CEO of First Candle; Linda Lausell Bryant, Executive Director of Inwood House; Janice Weinman, President of Kids in Distressed Situations

JPMA Concludes Baby Safety Month in New York City

JPMA Partners with Inwood House to Promote Safe Sleep and Provide Families in Need with Safe Sleep Products

Mount Laurel, N.J., September 27, 2010--The Juvenile Products Manufacturers Association (JPMA) today concluded a five-city media tour in New York City promoting safe sleep in honor of Baby Safety Month. The month-long awareness and education campaign, sponsored annually by JPMA, focused on promoting safe sleep with the theme *Make Every Night a Safe Night*.

Joining JPMA Executive Director Michael Dwyer at the final event were Inwood House Executive Director Linda Lausell Bryant, CEO of First Candle Susan Berning, Vice President Chris Blake and President Janice Weinman of Kids In Distressed Situations (K.I.D.S.), Vice President of Public Affairs and Strategic Communications of Dorel Juvenile Group USA Julie Vallese, and Co-President of Delta Joe Shamie. Earlier this month JPMA visited Chicago, Milwaukee, Philadelphia and Washington D.C. In total, JPMA donated nearly \$150,000 in safe sleep items during Baby Safety Month 2010.

“Inwood House has a long, distinguished history in New York City of supporting young mothers and their babies, and helping them develop the knowledge and skills they need to create stable and nurturing homes,” remarked Linda Lausell Bryant, Inwood House Executive Director. “We are so grateful for this partnership with JPMA and their members for their dedication to baby safety and their commitment to quality products which ensure a safe home environment for