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Keeping Babies Safe Announces Newton Baby as a Charitable Sponsor for 2018

Baby mattress and breathable sleep surface retailer supports the KBS “Be Smart About Safe Sleep™” campaign

WARREN, NJ – MAY 22, 2018 – Keeping Babies Safe (KBS), a national non-profit organization dedicated to educating young families about safe sleep for babies, today announced that Newton Baby is a “Charitable Sponsor” for 2018.

The proceeds from the sponsorship will be used to expand the non-profit’s mission for its “Be Smart About Safe Sleep™” campaign, which reaches across the country to educate new parents and caregivers about the safest ways to handle a baby in a crib.

“Newton Baby has been a consistent supporter of KBS in recent years and we are absolutely thrilled to welcome the company as one of our Charitable Sponsors for this year,” said Joyce Davis, co-founder and president of KBS. “Not only do we appreciate the financial commitment to support our mission, but we thank Newton for helping to spread the word about safe sleep through its expansive network.”

Charitable Sponsors have made it possible for KBS to produce an educational video that now appears on The Newborn Channel in thousands of medical facilities across the country, as well as to provide literature to new parents upon discharge from the hospital.

“Without the terrific financial support of Newton Baby and other responsible retailers, KBS would not be able to provide the level of education to families,” Davis said. “We like to believe that thousands of injuries or deaths have been prevented over the years because of our campaign. It is an incredible source of pride for KBS and its supporters.”

“At Newton Baby, it's our mission to bring safer sleep to babies and peace of mind to their parents,” said Krystal Blackman-Navarrete, Director of Customer Experience at Newton Baby. “We are proud to support Keeping Baby Safe in their ongoing efforts to educate parents on safe sleep practices.”

The role of KBS has grown in importance in recent years. The U.S. Centers for Disease Control and Prevention has recently released a report finding that parents continue to practice unsafe habits that have been associated with sleep-related infant deaths, including sudden infant death syndrome.

This disappointing report, appearing Jan. 9 in the CDC's *Morbidity and Mortality Weekly Report*, shows:

- 1 in 5 mothers says she places her baby to sleep on his or her side or stomach.
- 2 in 5 leave loose bedding and soft objects in the baby's sleep area, most often bumper pads and thick blankets.
- 3 in 5 sometimes share their bed with their baby.

These practices contribute to about 3,500 sleep-related deaths of U.S. babies every year, according to the CDC. For KBS, the report underscores that unsafe sleep practices remain common and that we, collectively, need to get safe sleep messages to new audiences.

Learn more about KBS at KeepingBabiesSafe.org and Newton Baby at NewtonBaby.com.