



Media Release: 16/08/18

DREAMBABY® TURNS 20 THIS AUGUST – THAT’S 20 YEARS OF HELPING TO KEEP CHILDREN SAFER IN AND AROUND THE HOME – SO WE ARE CELEBRATING WITH A YEAR- LONG SCHEDULE OF BIRTHDAY ACTIVITIES AND INITIATIVES, ALL DESIGNED TO CONTINUE AND FURTHER OUR VERY PRIVILEGED WORK IN CHILD SAFETY.

IN THE BEGINNING

DREAMBABY® was started by two passionate parents who wanted to make their own home safer for their young daughters so went about developing a wider range of products than were available on the market at the time. It has since evolved from a small family business to a major global brand, flying the flag proudly for Australia in over 100 countries.

ALWAYS GROWING

The ethos of Dreambaby® is to partner parents and carers in helping to keep their children safer while still allowing those children to experiment and explore so they develop to their full potential. What this means is that Dreambaby® is itself always growing and evolving, meeting the ever-changing challenges that contemporary life brings. To this end, fresh innovative and much-needed products are developed and launched almost monthly and this is always exciting. Indeed, as we move into higher density living and the definition of family thrillingly takes on new and exciting meanings, there has never been a better time to be in child safety.

CELEBRATING 20 YEARS IN CHILD SAFETY – WHAT WE WILL BE DOING THIS YEAR:

SPECIAL PRICES

Dreambaby® will be running special prices at various times this year including a large discount on their **Shop4Kids** website during August 23-27th as part of the **Aussie Collective Sale Event**. Visit <https://www.shop4kids.com.au>.



HUGE SAVINGS AT BIG W

Dreambaby® has also teamed with **Big W** to offer a **25% discount** on Dreambaby® products over two massive weeks from 1st of November to 14th of November. Stay tuned for more information on this.



COMPETITION

WIN A HUGE CHILDPROOFING PACK TO MAKE YOUR HOME SAFER

To celebrate we are running a **year-long competition on our website**. The winner will receive an EXTRAORDINARY prize comprising everything from child safety gates to a converta playpen to a StrollAway® pram hanger, toy chain and other safe storage solutions. Then there will be potties, toilet trainer seats, stools and more to help with toilet training and other bathroom skills. Add to that bath thermometers, window latches, drawer and cabinet locks

and latches, furniture straps and anchors and so much more. This is a prize to help transform a home into a safer haven for their little ones.

There will also be **additional competitions** with big ticket items run on our **socials and via our newsletters** so make sure you like and follow Dreambaby® - @dreambabysafety #dreambabysafety - and **sign up for our newsletters now here:** <http://www.dreambaby.com.au>

20 additional competitions

To help celebrate our 20th Anniversary we will be setting up **an additional 20 competitions (yes 20!)** with our many valued partners so if you would like to work with Dreambaby® on a competition for your readers and followers please do get in touch. This activity is limited to the first 20 and will be staggered through the year.

Free child safety advice podcasts

Carolyn Ziegler co-founder of Dreambaby® and international child safety expert and advocate has recorded 20 free podcasts on how to childproof the home from the kitchen to the bathroom. You can download them here: www.soundcloud.com/dreambabysafety

Falling Furniture

Dreambaby® will be working on an awareness campaign around preventing furniture falling on young children by providing a 20% discount on three lines - Furniture Straps F199 RRP: \$10.95, Furniture Anchors F830 RRP \$10.95 and TV Savers F860 RRP \$14.95 until September 10th 2018. Visit: <https://www.shop4kids.com.au>

Today, furniture is designed with all the decorative heavy parts at the front so it's simple physics they will top over. Combine this with the fact that kids love to use drawers as stairs for climbing with tragic results and you can see why this is such an important initiative and we are glad to do our part. Recently, Carolyn Ziegler co-founder of Dreambaby® gave an interview on the real dangers of falling furniture to the Studio 10 Team – you can find it on the Dreambaby® home page <http://www.dreambaby.com.au> and please see enclosed a sample of the Dreambaby® Furniture Strap 2 Pack.

Georgina Josephine Foundation

Last but not least we are thrilled to announce our partnership with the **Georgina Josephine Foundation**. In April 2011, Peter and Emma Cockburn tragically lost their baby daughter Georgina, at 15 months old. Peter, a builder, came home from work and was reversing his builder's trailer into the garage of the family home when tragedy struck. Their life as they knew it, was changed forever. The aim of GJF is to develop support services for families affected by low-speed vehicle runover accidents, and to prevent and reduce unintentional injury or death of children in such accidents. We are currently developing a wide program in tandem with this foundation and Carolyn Ziegler is coming on board as a Guest Ambassador for the Foundation.

For more on Dreambaby® products visit the Dreambaby® web site

<http://www.dreambaby.com.au> Call (02) 93864000 or in New Zealand, call (09) 274 8788.

Socials @dreambabysafety #dreambabysafety

ENDS For more information on **Dreambaby® 's activities and initiatives as part of their 20th Anniversary celebrations**, please contact:

The Gipps Street Agency; Fiona Andry on (02) 9661 6191 /email fiona@gippsst.com.au

