



Press Release – BreathableBaby® honored as a 2020 JPMA Innovation Awards Finalist

FOR IMMEDIATE RELEASE:

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Finalists Represent the Year’s Most Innovative Baby & Children’s Products

St. Louis Park — BreathableBaby® is pleased to announce The Breathable™ Mesh Mini Crib is a finalist for the 2020 JPMA Innovation Awards, which honor some of the most exciting new baby and children’s products on the market today, including high-tech gear, interactive toys, mind-blowing apps and life changing safety gear.

The Breathable™ Mesh Mini Crib is a finalist in the Nursery Category.

The JPMA Innovation Awards recipients raise the bar by offering parents breakthrough products that help safeguard and care for baby. **The winners will be announced at 9:00 a.m. on Wednesday, April 1, 2020.**

Award winners will be selected by an esteemed lineup of judges, including top names in media and safety, in 13 distinct categories, including a new “Tried and True” category that honors products on the market for five years or longer.

In addition to the category winners, two additional top awards will be announced, “Parents Pick” and “Best in Show.” Parents Pick is chosen by parents across the country. Voting for the “Parents Pick” award is now live and ends March 30th at noon via <https://www.jpma.org/page/parents-pick>. The Best in Show award goes to the product with the highest overall score, regardless of category.

“The JPMA Innovation Awards are a testament to the level of innovation in our industry,” said

Kelly Mariotti, JPMA's executive director. "This year's finalists have made important advancements in quality and safety for baby and children's products that will help make parents lives easier, and give them added peace of mind."

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About BreathableBaby, LLC

Founded in 2002, BreathableBaby® designs, manufactures and sells simple, smart, safe sleep products that help caregivers feel confident and in control. Safety has always been first, which sparked the invention of the Breathable® Mesh Crib Liner, an alternative to conventional crib bumpers. Safety is the starting point for design, and BreathableBaby takes extra steps, like consulting with doctors, funding sleep research, and applying rigorous testing protocols, to make sure all products are safer for families.

With nearly 5.0 million Breathable® Mesh Crib Liners sold, BreathableBaby is committed to be an industry leader in safe sleep by providing parents with products and knowledge that make life easier. Building on years of research and committed to do their part to help reduce the incidents of SIDS and accidental suffocation, BreathableBaby expanded its line-up to include Swaddle Trios with a unique arms up, arms down, arms out feature to grow with baby, Active Swaddle Blankets constructed from premium activewear fabric for parents on the go, Bedding Gift Sets for giving the gift of safe sleep, and the most innovative products yet, Breathable™ Mesh Cribs. These stylish cribs combine the strength and integrity of traditional wood cribs—with the peace of mind that's possible only with BreathableBaby's patented Breathable™ mesh. Cool, unrestricted ventilation and zero risk of arms or legs getting stuck between slats. Say hello to the new standard in cribs.

BreathableBaby products can be found on online at Amazon, Target, Walmart and BuyBuyBaby and in over 7,500 retail stores in the US, Canada, and select countries worldwide. For more information, go to www.breathablebaby.com.

BreathableBaby is privately held and headquartered in St. Louis Park, MN.

About the Innovation Awards

The Innovation Awards competition began in 1989 as the Most Innovative Product Contest and has become recognized as a highly acclaimed competition. In 2003 JPMA renamed it as the Innovation Awards to more accurately represent the focus on innovation.

About JPMA

The Juvenile Products Manufacturers Association (JPMA) is the voice of the industry on quality and safety for baby and children's products. We do this by:

- *Advocating for safety through product certification programs and legislative and regulatory involvement;*
- *Supporting a broad and diverse membership through member-only programming and industry promotion;*
- *And by acting as a comprehensive source for baby product information and education.*

JPMA members represent 95 percent of the prenatal to preschool products sold in North America.

To find out more about JPMA, our certification program and products certified, and for a complete listing of JPMA members, please visit www.jpma.org. Follow JPMA on Twitter @JPMA and connect with us on Facebook to learn about additional safety tips and JPMA initiatives.