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CREATIVE CHILD AWARDS SNAZZY BABY'S COMBO CARRIER FOR ITS CREATIVE DESIGN

Combo Carrier Wins 2010 Top Choice of the Year Award

Breakfast Point NSW, Australia (July 12, 2010) –Any product that has the word “combo” in its name is probably a good bet for on-the-go parents, and Snazzy Baby’s Mom Deluxe 3 in 1 Plus Combo Carrier doesn’t disappoint. The carrier recently wowed judges at the Creative Child Awards, and was named its 2010 Top Choice of the Year Award in the Combo Baby Carrier category.

To win honors at Creative Child’s annual Toy Awards, products are thoroughly reviewed by both moms and educators. Several people who fit the same profile as the targeted audience reviewed each of the products. Only one product per category can win a Top Choice of the Year award, and this particular category is especially competitive. All award-winning products are featured in Creative Child’s big holiday issue, which is distributed nationwide in early November.

This isn’t the first honor for the multifunctional Mom’s Deluxe 3 in 1 Plus Combo Carrier. Top industry award programs including iParenting Media Awards, Great Dad and Mr. Dad, and The Toy Man have all recognized its inventive design.

Parents and testers love the Combo Carrier thanks to a combination of features. First, it’s simple to put on and take off (without having to maneuver baby too much—making it perfect for a sleepy child). And, thanks to the ergonomically designed gel-based shoulder strap that evenly distributes baby’s weight, it’s also easy and comfortable to wear for a few minutes or a few hours. Its unisex design also means that both mom and dad can feel comfortable wearing the carrier. Arguably the most important feature is that the Combo Carrier truly lives up to its name. This hip carrier can be used with a front-facing baby, or turn them toward the body and use the carrier to assist in breastfeeding. The adjustable straps give it extended usability, and it can support children from as young as 4 months up until age 3. When not being used as a carrier, it easily converts into a temporary restraint to use in a variety of chair styles. It can even be used in shopping carts. Finally, parents have piece of mind that the Combo Carrier is one of the small number of ASTM-certified carriers on the market, which means that they can wear it confidently, knowing their child is secure in it.



The Snazzy Baby Mom’s Deluxe 3 in 1 Plus Combo carrier is \$79.99. More information can be found online at www.snazzybaby.us.

ABOUT SNAZZY BABY™

Your home for the hottest innovative baby protection products for new parents, Snazzy Baby was created “Down Under” by Cyndy Mundy, an Australian mom. Founded in 2003, Snazzy Baby has received various juvenile product awards for excellence, innovation and safety. They have offices in Boston, MA and Sydney, Australia. For more information on all of their safety products, click on their website at www.snazzybaby.us.