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Halo Innovations Announces Partnership with Safe Kids USA

March 24, 2010. Halo Innovations, the maker of the best-selling Halo® SleepSack® wearable blanket, announced today a new partnership with Safe Kids USA. Halo will be recognized as a Gold Level Member of the Safe Kids USA's 2010 Business Champions Program.

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“As a company whose mission is to help babies sleep safely, we wanted to support an organization that works everyday to keep kids safe,” says Halo’s founder, Bill Schmid. “We are always seeking new ways to communicate safe sleep practices to parents and becoming a member of Safe Kids USA’s Business Champions Program will give us the opportunity to reach their network of coalitions throughout the country.”

Bill Schmid founded Halo in 1994 after spending three years researching safe sleep environments when he lost his infant daughter to SIDS in 1991. Halo is dedicated to developing products that set new standards for the safety and improved health of sleeping infants and to bring peace of mind to parents and caregivers.

“We are excited to welcome Halo as our newest Business Champion,” says Mitch Stoller, president and CEO of Safe Kids Worldwide. “It’s because of their generous support that we are able to continue our work educating parents and caregivers in communities across the country on ways to keep the sleeping environments of their children safe.”

For more information about safe sleep practices, please see our [Safe Sleep Tips](#).

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About HALO Innovations and Founder William Schmid

Based in Minneapolis, MN, HALO Innovations has a singular mission: to help babies sleep safely. Founded in 1994 by William Schmid, who began researching sleeping

environments after he lost an infant daughter to SIDS three years earlier, HALO is dedicated to developing products that set new standards for the safety and improved health of sleeping infants and bringing peace of mind to one's home. HALO products are used in over 400 hospitals nationwide in well baby care, NICU's and in take home programs to help new parents practice Safe Sleep for Baby at home. For more information, visit www.halosleep.com.

About Safe Kids USA

[Safe Kids USA](#) works to prevent unintentional childhood injury, the leading cause of death and disability to children ages 1 to 14. More than 600 coalitions in the United States and nineteen member countries worldwide bring together health and safety experts, educators, corporations, foundations, governments and volunteers to educate and protect families. Safe Kids USA is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. Safe Kids USA was founded in 1987 by Children's National Medical Center.