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Media Contact:

Alise Kreditor, KMC, 516-482-4866. alise@kmc-pr.com

HALO Innovations Joins Forces with The Happiest Baby™ on the Block Expert Dr. Harvey Karp

New gift set features HALO® SleepSack® Swaddle and The Happiest Baby “Super-Soothing” Sleep Sounds CD

MAY 21, 2010. HALO Innovations, makers of the best selling HALO® SleepSack® Wearable Blanket and a leading proponent of safe sleep for baby, has joined forces with Dr. Harvey Karp, a world renowned pediatrician and author of America’s #1 parenting guide, *The Happiest Baby on the Block*. Together they have created the perfect gift for helping a new baby sleep safely and soundly. The new **Safe and Sound Sleep Gift Set** incorporates the award-winning HALO SleepSack Swaddle with Dr. Karp’s critically acclaimed CD of soothing white noise.



The HALO SleepSack Swaddle, recommended to reduce the risk of SIDS (Sudden Infant Death Syndrome) as it replaces loose blankets in the crib, will be offered in the gift set in newborn size in a comfy fleece and a plushy dot velboa. The “*Super-Soothing*” *Sleep Sounds CD* features six specially engineered white noise sounds that are perfect for calming crying and boosting any baby’s sleep one to three hours.

"The key elements of my sleep program are cozy swaddling and playing the soothing rhythms of the womb. These two steps help activate a baby’s *calming reflex* - a virtual off-switch for crying," comments Dr. Harvey Karp. "The HALOSleepSack Swaddle gives a simple way to properly wrap babies and prepare them for the soothing sounds. I recommend that parents use swaddling and sound during the early months whenever their baby is fussy or sleeping. As an additional bonus, the CD can calm crying in the car

and even help older infants and toddlers sleep through noises, teething and other sleep disruptors.”

Also included in each gift set are HALO’s Safe Sleeping Tips as well as tips from Dr. Karp. “Not only will baby sleep longer and more peacefully, but parents will also enjoy more restful sleep knowing that baby is swaddled in the HALO SleepSack Swaddle, a safe garment that, unlike a traditional blanket, will not loosen and pose a breathing hazard for baby,” observes Bill Schmid, founder HALO Innovations.

This new HALO set is packaged ready for gift-giving and comes in newborn size - exactly when you should begin to use Dr. Karp’s “Super-Soothing” Sleep Sounds CD. The suggested retail price for the Safe and Sound Sleep Gift Set is \$24.99. It will be available in July from Buy Buy Baby, www.buybuybaby.com and www.babiesrus.com.

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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 Dr. Harvey Karp

Dr. Harvey Karp is an internationally renowned pediatrician, child development specialist and Assistant Professor of Pediatrics at the USC School of Medicine. His award-winning DVDs and books, *The Happiest Baby on the Block* and *The Happiest Toddler on the Block*, have helped millions of new parents successfully navigate the challenges of their children’s first 5 years of life. In pediatric practice, for almost 30

years, Dr. Karp has taught parents, from working moms to superstars like Madonna, Michelle Pfeiffer and Pierce Brosnan his secrets for soothing colic, boosting sleep, reducing tantrums and promoting a young child's patience, respect and cooperation...making parents and children happy. For more information on Dr. Karp or to find a *Happiest Baby* prenatal class in your community, visit www.happiestbaby.com.