



**Heart & Home
Baby Safety, Inc.**

FOR IMMEDIATE RELEASE:

HEART & HOME BABY SAFETY

SEPTEMBER IS BABY SAFETY MONTH

Parents give children independence through babyproofing

August 15, 2008 - Newton, Massachusetts – In honor of baby safety month, Heart & Home Baby Safety puts a new spin on the benefits of child proofing. In the first two years of a child's life parents begin to establish their parenting style. As buzz words like "hyper-parenting" and "helicopter mom" infiltrate our culture, many of today's parents seek to keep their children safe and healthy, but also fear going overboard or becoming overprotective. By babyproofing their home parents find their child gains increased independence, thus alleviating the parents' need to constantly hover. With a few key safety items in place - such as stairway gates, electrical outlet covers, and cabinet latches - babies are freer to safely explore the world around them. Physical skills such as crawling and walking can be developed without parents continually running interference from hazards and slowing baby's momentum. Heart & Home Baby Safety remains dedicated to the cause of keeping our children safe. Some minor modifications to a home can make all the difference in preventing household injuries, the #1 killer of children in America.

Heart & Home Baby Safety, Inc. is a family company owned and operated by sisters: Carrie Kelley and Amy Arnold. Established in 2002, Heart & Home strives to prevent childhood injury through education and action. In 2006, both Carrie and Amy gave birth to babies of their own bringing the issue of child safety to a very personal level. The staff uses years of experience and on-going research to uncover hidden hot spots in the home. By staying abreast of the latest safety issues and statistics, they are able to identify the dangers that go unnoticed by most parents. Extensive product knowledge and access to specialty safety devices enables Heart & Home to offer families the most effective and parent-friendly products available. Having baby-proofed over 600 homes, the women of Heart & Home have faced most every safety challenge imaginable and can install products to maximize their effectiveness while minimizing inconvenience to parents.

Heart & Home takes the burden out of baby-proofing and provides parents with peace of mind.

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