

NEWS RELEASE

NEW BABY CRIB SHEET -- NECESSITY FOR THIS MOTHER OF INVENTION

FOR IMMEDIATE RELEASE

London Ontario: Citing personal concerns for the safety of her own child as the catalyst for her invention, Yvonne Borg, has announced the introduction of the Safetee Crib Sheet™.

"When my youngest daughter was about 12 months old I put her into the crib for a nap and she pulled up one of the corners of the crib sheet. Once discovering that was possible, whenever we put her into her crib she wouldn't go to sleep until she had pulled up all four corners. I had to settle for loosely spreading the crib sheet under her while she slept, but she invariably ended up lying directly on the plastic mattress. On two occasions however, I noticed the flannelette sheet had rolled up and was starting to wrap around her neck."

To address the problem, the mother of four designed her own crib sheet. It completely encloses the crib mattress making it impossible for a child to remove it, thereby eliminating any crib sheet suffocation or strangulation threat. Making a prototype, she tested it with her daughter. It performed flawlessly.

She began asking other parents about their experiences. Response was unanimous -- conventional crib sheets posed a variety of problems, including poor fit resulting in the sheets constantly coming untucked. Borg's research also uncovered links between Sudden Infant Death Syndrome (SIDS) and suffocation.

"Studies showed that 30 percent of infants who died of SIDS between 1992 and 1993 were found with their noses and mouths covered by soft bedding," Borg said. "So I realized many other parents might be interested in my crib sheet. With the amount of time babies spend in their cribs, making their sleeping environment as secure as possible is paramount."

-30-

For Further Information Contact:

Yvonne Borg: Phone: (519) 123-4567
FAX: (519) 765-4321

prepared by Suzanne Boles: (519) 680-1658