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MEDIA CONTACT:

Amie Stanton

4moms

astanton@4moms.com

412-434-8380 (x469)

4MOMS UNVEILS WORLD'S FIRST ADULT-SIZE mamaRoo®

Baby gear company honors sale of millionth mamaRoo while supporting NICU-affected families

PITTSBURGH, Penn. – June 27, 2018 –4moms®, a consumer technology company that makes high-tech baby gear, has reached a major milestone this summer - the sale of its millionth mamaRoo infant seat. To celebrate, the company is thanking its fans by giving them something they've been asking for since the product launched in 2010: an adult-size version. Consumers will be able to experience its soothing motion first-hand by taking a ride in the 'MEGA mamaRoo,' while supporting 4moms' mission to help NICU babies and families.

For each ride in the MEGA mamaRoo, 4moms will donate \$1 (up to \$12,000) in the form of mamaRoo infant seats to [Project Sweet Peas](#), a non-profit that supports families affected by the NICU. Currently, the mamaRoo is used in over 350 hospitals nationwide. Doctors and nurses find it transformational in caring for preemies and babies with severe conditions.

"We recognized that parents don't swing back and forth like a traditional swing or vibrate like a bouncer seat. We created the mamaRoo to move just like parents do when soothing and comforting their babies," explains Gary Waters, 4moms CEO. "It's a dramatically better innovation that is solving a real pain point for a million parents around the world."

The mamaRoo was first launched in 2010, and since then has continued to evolve to meet the needs of parents. In late 2014, 4moms introduced a mamaRoo app, which allowed parents to control the motions, speeds and sounds from their mobile devices. It was the first app-controlled infant seat on the market. In 2017, an updated user interface, stylish new fabrics and a more interactive toy mobile ushered in the fourth generation of the robotic infant seat, now called the mamaRoo4. The mamaRoo has also been a must-have among celebrities like Kim Kardashian, Tori Spelling, and Chrissy Teigen. It has been featured on the *TODAY Show*, *The Ellen DeGeneres Show*, *The Tonight Show Starring Jimmy Fallon*, *Grey's Anatomy*, and other popular shows and publications.

The MEGA mamaRoo will be unveiled at the company's headquarters in Pittsburgh, PA before heading to the following cities:



- [Big City Moms](#) Biggest Family Shower Ever, Salt Lake City, UT
- [Big City Moms](#) Biggest Family Shower Ever, Los Angeles, CA
- 4moms MEGA mamaRoo event, New York City, NY

A larger, multi-city tour is being planned for 2019.

For more information about the mamaRoo, visit <https://www.4moms.com/mamaroo>.

About 4moms

4moms® is a consumer technology company that leverages technology and innovative design to disrupt and redefine existing industries. The company has transformed the baby gear industry with products like the 4moms mamaRoo® infant seat that replicates the bouncing and swaying motions parents make when soothing their babies, the 4moms breeze® playard that opens or closes in one simple step, and the 4moms high chair, which uses magnetic technology to make mealtime easier. The company, founded in 2005 and based in Pittsburgh, Penn., currently sells its products at buybuy BABY, Amazon, Best Buy and Target. For more information, visit 4moms.com.

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