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**4MOMS LAUNCHES SMART SLEEP SOLUTION**

*Baby Gear Company Introduces the mamaRoo sleep™ bassinet*

**PITTSBURGH, Penn – September 17, 2019 –** [4moms](http://4moms.com), the makers of innovative baby gear, has announced a new addition to its product family: the mamaRoo sleep™ bassinet. This new, smart sleep solution integrates the same proven motions of the 4moms mamaRoo® infant seat, which has helped calm and soothe over a million babies, into a safe, flat sleep surface. The natural motions of the mamaRoo sleep bassinet help your baby fall asleep and stay asleep longer.

“Parents lose more than six weeks of sleep in their first year with a newborn,” said Gary Waters, CEO of 4moms. “Sleep is a major pain point for new parents, and we knew that we could develop a 4moms product that could help alleviate the stress of bedtime, and help both babies and parents sleep better.”

The mamaRoo sleep bassinet features five unique motions (car ride, wave, kangaroo, tree swing, and rock-a-bye), vibration, and five speed options. It also includes four, built-in white noises (rain, ocean, fan and a shush). Parents can easily control all of these functions via the 4moms app on a compatible smart device. The app also includes a timer feature, which can be used to help establish a bedtime routine.

“The mamaRoo sleep bassinet is an ingenious tool for new parents,” explained Carolynne J. Harvey, baby sleep expert, author and founder of [Dream Baby Sleep®](http://DreamBabySleep.com) “It mimics the soothing sensations that your baby is used to from being in the womb, as well as how parents naturally move while holding their little ones.”

The mamaRoo sleep bassinet also adheres to the American Association of Pediatrics (AAP)’s safe sleep guidelines by providing a firm, flat sleeping surface and tight fitted sheet. It can be placed in the parents bedroom for at least the first six months, as well.

Other features include mesh sides for visibility and airflow, the ability to adjust the height, and a waterproof mattress. The bassinet comes with a cotton sheet, and an additional sheet can be purchased for \$14.99. Parents can also purchase a separate storage basket that clips onto the bottom of the unit for easy access to baby essentials for \$29.99.

The mamaRoo sleep bassinet will be available in early 2020 on [4moms.com](http://4moms.com), [4momsCanada.com](http://4momsCanada.com), and at buy buy BABY. It will retail for \$329.99 USD and \$439.99 CAD. For more information, visit <http://4moms.com/mamaroo-sleep-coming-soon>.

**About 4moms**

4moms® has transformed the baby gear industry by leveraging technology and user-centered design to create dramatically better 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 meal time easier. The company, founded in 2005 and based Pittsburgh, Penn, currently sells its products at buy buy BABY, Amazon, Best Buy, Target, walmart.com, select specialty retailers, 4moms.com and 58 countries across the world.