



FOR IMMEDIATE RELEASE

LEVANA® Sets the Standard for Crib Safety

LEVANA® is proud to announce that all LEVANA monitors will now include an information card that will provide consumers with a link to an invaluable safety video: *Safe Sleep Environments for Babies*. The safety video produced by Keeping Babies Safe (KBS), in cooperation with the American Academy of Pediatrics and the U.S. Consumer Product Safety Commission, is a free 12-minute video that will be accessible via a link on the KBS website that is contained on the information card available with every LEVANA baby monitor purchased after April 1st, 2012. The purpose of the video is to help educate parents and caregivers on how to create and maintain a safer sleeping environment for their baby.

“LEVANA has always been deeply committed to advocating best safety practices for children,” said Rianna Sirianni, Brand Manager for LEVANA®. “*Safe Sleep Environments for Babies* is an excellent and informative video that will educate parents and caregivers on how to take the appropriate precautions to ensure greater crib safety. We’re thrilled to be the first manufacturer of baby monitors to include this information card to access the video with all of our LEVANA products. Keeping Babies Safe is a phenomenal organization with a focused mission that is matched perfectly with ours; it just made sense. Knowledge is power and we want to ensure our customers are confident and well-equipped as they embark in their new role as a parent. Even seasoned parents, grandparents and other caregivers will benefit from reviewing safety tips offered in this video.” said Sirianni, “As a mom myself, I found this video covered the most crucial safety tips in a clear and concise manner, it’s a fantastic resource. This undertaking is a true honor.”

The video discusses such important topics as crib and mattress safety standards, best sleep positioning, bedding tips and the prevention of SIDS. Narrated by Joan Lunden and offered in English, Spanish and soon to be in French, this video provides best practices for all caregivers to help ensure a safe sleep environment for their precious new addition.

Keeping Babies Safe is a non-profit organization whose mission is to educate parents and caregivers with the most reliable crib and sleep safety information. Keeping Babies Safe is pleased to also offer *Safe Sleep Environments for Babies* as an additional resource for keeping baby’s home and crib safe. “We are thrilled to partner with Levana, and spread awareness on such an important topic,” says Joyce Davis, President of KBS. “Our video is so important for all parents, whether you are a new mom or an experienced mom, particularly since safe sleep guidelines have changed substantially in the past year.”

Child sleep safety is an issue of deep importance to LEVANA®, whose name was derived from the ancient Roman goddess who kept a watchful eye over sleeping children. Knowing that the crib is the only place a baby will be left unattended, LEVANA® designs video baby monitors specifically to provide parents with the peace of mind of being able to see and hear their child at all times.

About Keeping Babies Safe

Keeping Babies Safe is a 501 (c) (3) non-profit foundation that acts as a resource of reliable and free crib and sleep safety information for parents. It provides access to the most current news about crib safety, safe sleeping environments, product recalls and safety tips, enabling parents to make informed choices and keep their babies safe.

About LEVANA

LEVANA® is committed to the research, development and distribution of products designed to aid parents in ensuring the well-being of their children. Their products are inspired by the story of LEVANA, the Roman goddess of newborn children. A protector and caregiver, she devoted her existence to the well-being of infants. In 2002, SVAT® started specializing in the designing and manufacturing of Video Security Products. Realizing the same technology would provide parents with peace of mind, LEVANA was born in 2006.

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