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FOR IMMEDIATE RELEASE

ABC's Shark Tank Winner, Tiffany Krumins, Signs Lucrative Licensing Deal with Baby Delight - Revealing Ava the Elephant 2.0 at 2018 JPMA show!

Tiffany Krumins will be unveiling the next generation for Ava the Elephant at this years JPMA show in Washington D.C.

Atlanta, GA: March 21, 2018 –Tiffany Krumins was awarded \$50,000 on the inaugural episode of Shark Tank, where she pitched her product Ava the Elephant - a talking children's medicine dispenser. Her brainchild was inspired by a sweet-natured boy with Down syndrome who fought like a Sumo wrestler when it came time to take his medicine.

As his nanny, Tiffany tried her best to sooth his anxiety, but still had to get the job done. With lightning creativity, she cobbled together fabric, sponges, and a plastic medicine dropper, and breathed life into her creation by imbedding a recordable sound chip from a greeting card. Ava the Elephant is now one of Shark Tank's most well-known and beloved successes.

Baby Delight is a juvenile product company focused on a commitment to delivering products that not only meet the needs of today's parents, but an attention to high quality associations.

"Working with Baby Delight has been a true pleasure. It's not often you find a company that has the same values and commitment to excellence. It's evident in the products they produce and partner with. I look forward to the continued relationship and making [Ava the Elephant](#) available at all of the retailers Baby Delight currently works with as well as on the Baby Delight website," shared Tiffany Krumins.

Jason Macari, founder of Baby Delight commented, "We are thrilled to have Ava the Elephant join the product set at Baby Delight. Tiffany Krumins shared our values of quality and a true commitment to children. We are pleased to be able to help expand Ava the Elephant's presence."

Ava the Elephant is a talking child focused medicine dispensing product. Designed with little ones in mind, Ava the Elephant is a friendly face and delivers a catchy tune, helping take the fear out of medicine time.

About Baby Delight

Baby Delight was founded in 2000 by a mom who was in need of a product that was not yet in the market place. Who better to think up a product, than a mom or dad in need? Baby Delight continues to support and enable parent-inventors.

Baby Delight products continue to earn prestigious awards and recognition while remaining bestselling baby products and parenting solutions. Shortly after its debut, the Snuggle Nest was awarded the IParenting Media award and the Hot Product award, Mom's Choice Award, as well as the National Parenting Center award. The Snuggle Nest has been featured on every major news network in the US, due to its simple, yet innovative, design for co-sleeping. This simple product met a real need for today's parents and opened up an entirely new category in infant products. The national exposure of this mom-designed product, as well as word-of-mouth from many satisfied parents and healthcare professionals has kept it on many moms-to-be wish lists. Baby Delight products are sold nationwide, as well as in numerous countries around the world.

Learn more about Baby Delight by visiting www.babydelight.com.

About Tiffany Krumins

Tiffany Krumins, the first Shark Tank winner, is an Atlanta native and the inventor of Ava the Elephant, a child friendly dispenser that takes the fear out of taking medicine. Called a modern day Mary Poppins, Tiffany has gone from nanny to entrepreneur, and has seen her passion to help children grow into a business that is now known and loved all over the world.

Tiffany's success story began when she was a nanny to a little boy with Down's syndrome who was terrified of "medicine time". To help alleviate his fear, she constructed an animal made of fabric, sponges, a store bought medicine dropper, and a recordable sound chip from a greeting card – and Ava the Elephant was born. Knowing that she would need to find a way to produce her invention, Tiffany began searching the internet and found a casting call on Craigslist that said: "Do you have the next million-dollar idea but don't have the funding to make it happen?" She immediately applied for the casting and was invited to be on the first ever episode of Shark Tank.

Her story has been a roller coaster ride as she went from being on a national TV show and receiving \$50,000 to start her company, to learning just months later that she had thyroid cancer. While working from a hospital bed, she struggled through the growing pains of building a business and fighting cancer. Tiffany's appearance on Shark Tank and the success following continues to provide countless opportunities for her and her brand.

Her story has received unparalleled exposure. Some of her more notable appearances and acknowledgements:

- Follow-up appearances on Shark Tank on four separate occasions
- Sharing her story and her product on the Dr. Oz Show to a national audience of millions of viewers
- She is currently a fitness contributor for Bob Gear, owned by Britax.
- Nominated for the Top 50 Mompreneurs by Babble.com
- Keynote speaker for Disney Social Media Mom's and Beaches Resorts. Her story has been featured on Forbes.com, Entrepreneur.com, TVGuide.com, YoungEntrepreneur.com, MomInventors.com and many other online and print publications

Learn more about Tiffany Krumins and her ventures at www.tiffanykrumins.com

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