



**\*\*Media Alert\*\***

**SummerMuff to Hold Sun Safety Seminar**

- What:** Join a brief 15 minute educational seminar on available sun protection products for babies. Traditionally, doctors recommend that infants under six months old not use sun block. However, the risk of skin cancer doubles if a baby gets just one sunburn during infancy. The seminar will discuss the benefits of fabric sun protection versus lotion sun protection and will educate attendees on the definitions of SPF, UPF, UV, UVA/UVB and what they mean to parents and babies.
- When:** Tuesday, September 15, 2009 at 10:00am PDT
- Where:** Booth # 1116 ABC Kids Expo – Las Vegas Convention Center
- Who:** David Schropfer – Co-Founder of SummerMuff

**About Summer Muff:**

SummerMuff is a privately held, eco-friendly company based in Red Bank, New Jersey that designs, manufactures and sells to retailers. SummerMuff is a soft, comfortable, mom-created, organic cotton sac that fits into strollers or carriers. Their products use custom-made 100% organic UPF50 cotton fabric, the equivalent of using SPF50 lotion on baby, for the maximum UV protection available. The products also line the stroller to let baby rest on cool, soft organic cotton to prevent the sweating and itching caused by synthetic stroller fabrics. The company was founded by a mom who needed a product to protect her children that was unavailable anywhere else in the world; so she invented it. For more information visit [www.SummerMuff.com](http://www.SummerMuff.com) or call 732-741-3023. See SummerMuff at the ABC Kids Expo at booth #1116.

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