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**KEEPING BABIES SAFE AND DCF PARTNERING IN CRIB DONATION AND
EDUCATION PROGRAM**

300 cribs and mattresses will be donated to families in need

TRENTON – Keeping Babies Safe (KBS), a non-profit organization focused on educating the public about the safe use of child products, announced today they will be partnering with the New Jersey Department of Children and Families (DCF) to distribute 300 new cribs and mattresses to families in need. The program – Project Safe Crib – was designed by KBS to keep babies safe from preventable injuries and deaths associated with unsafe cribs and sleep environments.

“Project Safe Crib will not only provide safe sleep environments, but will also train parents on safe sleeping practices,” Joyce Davis, founder of the New Jersey chapter of KBS, said. Davis was joined today by Jack Walsh, who started KBS in California in 2006, to give crib safety training in Trenton, N.J. to approximately 50 DCF community partners from 14 counties across the state on the proper assembling of the new cribs and safe sleep practices for infants.

KBS will be working with DCF’s various child abuse prevention and family strengthening programs, including the Home Visitation and Parent Linking programs and Family Success Centers. These organizations will help connect KBS’ donated cribs to families already participating in one of DCF’s programs, as well as provide appropriate training on how to safely assemble and maintain the cribs.

KBS hosts fundraising activities to support and fully fund the crib donation program. KBS hosted a one-mile walk event in September 2007 that helped raise over \$40,000 to support the 300 cribs donated to families in New Jersey.

“Safe sleep practices have been a top priority for DCF’s child abuse prevention and family strengthening efforts,” DCF Acting Commissioner Eileen Crummy said. “This new partnership with Keeping Babies Safe and our community partners will allow us to target and serve families who need help creating a safe sleep environment for their new born babies.”

In addition to the safety concerns regarding the use of unsafe cribs, it is critically important to provide families who do not have a safe sleep environment for their infants with a new crib. Infants who are placed to sleep on adult beds are at a higher risk for injury or death. Infants should not co-sleep with any adults or older children.

KBS will be donating cribs to families through DCF-supported programs that serve young families challenged by complex health or social problems, teen parents and families in need of resources and support before they find themselves in crisis.

New Jersey families that receive KBS donated cribs will sign an agreement that they will not disassemble the crib or transfer the crib to another child or family. Families will further agree to dispose of any old or unsafe cribs currently in their home. According to the U.S. Consumer Product Safety Commission (CPSC), there are millions of unsafe cribs in use or in storage that are currently on the CPSC list of unsafe products. Used and second-hand cribs can pose a threat to the safety of infants due to missing parts or improper reassembly.

KBS is planning to host another one-mile walk event in September 2008 at the Harry Dunham Park in Warren, N.J. If you are interested in participating in this event, hosting a fundraiser or donating to KBS to support Project Safe Crib, please contact Joyce Davis at 908-581-8699 or e-mail davisgang@optonline.net. KBS is a non-profit organization with 510(c)(3) status. Each dollar donated to KBS is used to help place babies in safe cribs.

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