

BabbaBox News Release

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New BabbaBox Delivers Fun & Interaction for Busy Parents & Kids Subscription Service Ships Themed Activity Boxes to Consumers

Chicago, Ill. — Parents face a daily challenge searching for enriching, engaging things to do with their kids. They know it is important, but many don't know where to begin or lack the time necessary to gather all the materials. That's where the BabbaBox comes in.

Arriving in the mail each month, the BabbaBox is a new, subscription service that provides activities, materials and instruction for enriching engagement between parents and their 3- to 7-year-old children. BabbaBox contains engaging activities, hands-on projects, books and online adventures – all revolving around a theme-of-the-month. All materials are included in the box, making it one-stop shopping for child engagement.

Like so many children's products, the BabbaBox is a mother's invention, born out of a clear need.

"I'm a busy working mom, but nothing is more important to me than spending quality time interacting with my children," explains Jessica Kim, inventor of the BabbaBox. "I want to spend my limited time engaging with them, not searching for ideas and shopping for supplies."

Kim points to her frustrating experience trying to purchase materials to help her daughter learn about caterpillars and butterflies. "To make one caterpillar, I had to purchase 100 pompoms and a giant bag of wiggle eyes," she said. "All this extra material to create one small project. Then, I had to go buy glue!"

Talking to other parents, Kim learned that they shared the same frustrations and concerns. Out of this need, the BabbaBox was born.

"It is a labor of love for me and the many child development specialists, crafters, experienced nannies and others who lend their experience and talents to the contents of each box," Kim explains. "The BabbaBox helps create memories. In the end, it's not the things they got that they'll remember: They'll remember what we did as a family."

Each BabbaBox revolves around one theme or life lesson -- such as gratitude, the harvest or sun/moon/stars -- and incorporates the four main ways that children engage and learn:

Create: Two or three hands-on craft projects

Explore: Adventures, activities and a tool or instrument -- such as a camera, bug catcher or binoculars -- included in each box, to teach children by engaging them with the world and nature.

Story Tell: A theme-related book, selected from scores of award-winning volumes to provide special reading time and inspiration for parent and child.

Connect: Prepaid downloads, selected and approved by child development specialists, to inspire and involve parents and their kids with online games and activities that support and reinforce the theme of each month's box.

Monthly, annual and gift memberships are available. Monthly subscribers pay \$29.99 per month and annual subscriptions are \$299.99, delivering 12 BabbaBoxes for the price of 10. Gift subscriptions are available for one month, three months, six months or a year.



BabbaCo
by Jessica Kim

About BabbaBox

BabbaCo, maker of the BabbaBox, began in 2008 to provide simple, functional products to answer parents' needs. The company manufactured and marketed the BabbaCover, a stylish baby carrier cover to shield little ones from the elements, and other infant products sold through mass merchandisers and baby specialty shops. In the fall of 2011, BabbaCo introduced the BabbaBox, a subscription membership service born of parents' desire for quality engagement activities for their children and the company's interest in connecting directly with their customers



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