



**Kids II Revamps Bright Starts' Pink Power Mom Program,  
Creates Committee to Drive New Initiatives in Fight against Breast Cancer**  
*Inaugural committee formed by current Pink Power Moms*

**ATLANTA (June 2012)** – On the heels of celebrating the fifth anniversary of the growing Bright Starts' Pink Power Mom in 2011, Kids II—parent company of the well-known baby and toddler brand—has positioned the program for growth by bringing together a committee of Pink Power Moms. The group, established as a steering committee, will lead the charge in expanding the program and keeping the momentum strong as it heads into its sixth year while setting the path for future growth.

Formed by current Pink Power Moms from the last five years—all moms that have survived and are still battling breast cancer while making an impact in their communities—the inaugural committee members are:

**Tracie Metzger** (Cincinnati, OH), founder of Pink Ribbon Girls

**Mary Ann Wasil Nilan** (Milford, CT), founder of "Get in Touch" foundation and creator of "Daisy Wheels"

**Heidi Floyd** (Warsaw, IN), former spokesperson for the Vera Bradley Foundation

**Amy Patterson** (Portland, OR), founder of "My Little Waiting Room"

**Jamie Ledezma** (Fresno, CA), avid speaker at breast cancer events with many presentations at the California State Senate Health Committee.

**Julie Clark** (Centennial, CO), founder of Baby Einstein and author of "You are the Best Medicine"

**Crystal Brown-Tatum** (Shreveport, LA), Sister's Network

Creating a committee of moms who have deep roots in their communities and large networks is the best way to ensure the program can continue growing at the rate it currently is and evolving into something bigger in the future, says VP of Marketing for Kids II and founding member of the Pink Power Mom program Miles Bohannon. "Our moms are a dynamic group of super-motivated women who believe in the cause and fight for breast cancer victims and survivors. It only makes sense to bring them and their knowledge, dedication and resources together to drive the Pink Power Mom program. It's them that make the program what it is today, and we are confident that it will only create more opportunity to expand further across the nation and eventually the globe with the support of these ladies and all of our 40-plus moms."

Originally established under the Bright Starts' Pretty in Pink line to help in the fight against breast cancer, Pink Power Mom has grown into its own unique program. The committee will be responsible for helping drive current program initiatives and introduce new opportunities to help moms fighting breast cancer, starting with the local communities and growing out. The first committee meeting will take place in July.

**About Pink Power Mom**

Bright Starts™, an innovative brand of toddler, baby and infant products, established the Pink Power Mom program in 2007 to annually recognize eight women whose fight against breast cancer inspires others. The winners are celebrated as role models whose ongoing efforts to support awareness, education and research have made a positive impact. In addition to honoring how these women have made a difference for others, the national program serves as a bridge that connects survivors to one another and continues to support the breast cancer charities that are special to each of them. Since 2007, Bright Starts has awarded nearly \$500,000 to breast cancer awareness, research and support initiatives nationwide.

**About Kids II**

Kids II has been inventing and reinventing infant and toddler toys and gear for more than 40 years and has quickly become one of the world's fastest growing baby product companies. Headquartered in Atlanta, Kids II spans globally with operations in six continents serving customers in more than 70 countries.

The brand portfolio strength runs deep under the Kids II umbrella, which includes its signature brands Bright Starts™, InGenuity™ and Comfort & Harmony™, as well as licenses to design and manufacture products for Disney™, Baby Einstein™, Rhino Toys™ and Taggies™.

Kids II's international affiliate operations are located in Australia, Canada, Europe, China, Hong Kong, Japan, Mexico and South Africa. Visit [www.kidsii.com](http://www.kidsii.com)

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