

MERINO KIDS™

The natural choice

NEW DESIGN FOR AWARD-WINNING GO GO BAG™ BRINGS HOPE FOR BABIES IN NEED

Merino Kids is joining forces with New Zealand's National children's hospital, Starship, to help raise funds and support for babies in need. Since 2003, Merino Kids mission has always been to make a difference in the lives of all families with young children by passionately designing functional, yet innovative and beautiful baby products, made from 100% natural materials.

A limited edition of Merino Kids internationally award-winning **Go Go Bag™** has been specifically designed for the Starship Foundation. A percentage of the sales from the new Go Go Bag™ will be donated to the Starship Foundation, an organisation set up specifically to raise funds so Starship Children's Health can better care for the nearly 150,000 children from around New Zealand each year. These funds help to provide a variety of initiatives such as new technology, vital research, boosted family support and preventative programmes.

The new **Go Go Bag™** design will feature adorable ladybugs, a symbol best known as an emblem of luck and protection. "It is believed that when a ladybug lands on you, your luck will increase and your wish will come true. I hope that the same applies for the ladybugs on the new Go Go Bag™" says Merino Kids founder, Aime Nilsson.

The faces of the global campaign for the new Ladybug Go Go Bag™ are living examples of how the money raised will help. Ruby and Amy Davis are now healthy one-year old twin girls, but spent their first four months of life in the hospital's Neonatal Intensive Care Unit.

"It's helpless babies like Ruby and Amy that we are doing this for. Babies that can't help themselves, but deserve a better start in life" says Nilsson.

Born at 27 weeks and weighing under 1000grams each, Ruby and Amy faced an uphill battle. Their severe chronic lung disease kept them on oxygen machines for 10 months, before they were finally able to breathe on their own. Thanks to the help and care of the staff at the hospital's Neonatal Intensive Care Unit they are now happy little girls, and apart from some battle scars no one would know what they have been through.



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Contributing back to the society in which its products are sold in is an everyday mantra for Merino Kids New Zealand. "All babies deserve love and protection, especially those that come into trouble early in life. The proceeds from our new design will help raise awareness and funds for those babies and their families that require an extra little bit of help" continues Nilsson.



About Merino Kids Go Go Bag™

The Merino Kids **Go Go Bag™** is a sleeping bag designed specifically for babies and toddlers and uses only 100% natural fibres – superfine merino wool and 100% cotton. It can be taken anywhere, allowing a child to be easily transferred from a car seat or buggy into their cot or bed. The Go Go Bag will prevent babies from waking due to a drop in temperature after wriggling out of their blankets and getting tangled in their sheets.

In 2007, the Merino Kids' Go Go Bag™ won the prestigious International Forum Product Design Awards (iF). The competition is one of the top three design awards in the world, with a history stretching back more than 50 years. Each year, more than 2,500 products from dozens of countries are judged in Hanover, Germany, with the best receiving the "iF seal of outstanding design quality".

NEW Limited Edition Merino Kids Ladybug Go Go Bag™ RRP

STOCKIST DETAILS: To locate your nearest stockist or for further information on Merino Kids, visit their website www.merinokids.co.nz or call toll free 0800 124 646.



For further information on Starship Foundation visit their website www.starship.org.nz/foundation

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***Images will be emailed to you**