

FOR IMMEDIATE RELEASE:

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Charlie's Kids Announces Initiative with Owlet Baby Monitors for SIDS Awareness Month

Charlie's Kids is proud to announce a new initiative with [Owlet Baby Monitors](#). During the month of October - SIDS Awareness Month - Owlet will be giving a copy of *Sleep Baby Safe and Snug* with every Smart Sock monitor purchase.

We want you to know we at Charlie's Kids are committed to and aligned with the [American Academy of Pediatrics'](#) recommendations on safe sleep. This is one of the reasons why we partnered with Owlet. They, too, have a strong desire to educate families about safe sleep practices. Much of their content is tailored around this topic, as well as overall infant wellness.

Because hundreds of thousands of families use baby monitors, it is important to note that such a device is not a replacement for consistent adherence to safe sleep practices. As such, we are grateful for the opportunity to share our safe sleep message with these families. We believe our book will deliver sound advice on the importance of the AAP recommendations.

At Charlie's Kids we are committed to developing new strategies and methods to tackle the unchanging SUID rates. We want to promise you that safe sleep education to save lives is and always will be our number one priority.

In doing that, we have to recognize that the current approaches over the past seven years have not been effective in changing behavior or SUID rates. New ideas, partnerships and methods of connecting with parents are a necessity. We remain steadfast and passionate about reaching all new parents and caregivers to say we understand practicing safe sleep is hard, but your baby is worth it.