

For Immediate Release

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Fiber Arts Bring a Lovable Monster to Pittsburgh

Among Pennsylvanians, Pittsburgh is known as the beloved central hub for arts and creativity of all kinds. From performing and visual arts to art schools and museums, Pittsburgh is home to creators and performers from around the globe, but not all of Pittsburgh's artists come from afar. In fact, one local artist is making a foray into the fiber arts with a lovable monster she calls MUB.

MUB is the Monster Under the Bed, a fearless, courage-boosting plush pal for kids ages 3 and older. MUB's creator, Jess Bieber, says the idea for MUB came about when she saw how fear of the dark kept her nieces and nephews from staying in bed at night. "One of the coolest things about having children is that we get to see the world through their eyes. Kids' minds are amazing, and we want to tap into that magic and give them a loyal, brave monster to be by their side to dispel their fears when they feel anxious," she says.

Bieber, along with co-founders Michelle Lenkner and Shawn Rancatore, established MUB's parent company, Glow Creative Innovations, LLC, a Pittsburgh based organization. Glow's motto is '*Art from the Heart*' and, with family at the center of their lives, Glow's engineers strive to bring positive projects with heart and feeling into reality.

When asked how MUB will make a difference in the lives of children, Bieber explains, "MUB is the friendly and fierce monster who loves people and pets, but doesn't like other monsters. That means he scares away the frightening goblins and ghouls under the bed. Despite his name, though, he'll also take care of the scary monsters in the closet, the basement, or the attic. Anywhere your child feels unsafe, MUB is there to help them overcome their fears, and when kids go to bed without issues, parents have extra time for themselves." With a laugh, she adds, "You know, for catching up on dishes and laundry."

Creating a brand new children's toy isn't as simple as drawing a sketch for one however. Bieber and her team faced numerous challenges in bringing MUB to life, and the colorful plush monster underwent at least half a dozen changes before a final version was settled on as the team vetted vendors along the way. Add in shipping logistics, trademarks, and safety testing to ensure the end product was safe for kids around the world, and Bieber and her team had their work cut out for them. Now they're pleased with the final version of MUB, and they expect MUB's companion children's book to be released in 2019.

Those interested in seeing MUB's features up close can visit his [website](#), where MUB's fuzzy face, adjustable eyebrows and signature light-up collar charm are on display. Bieber says the first MUBs are scheduled to ship from their Pittsburgh headquarters to expectant consumers on December 10th of this year.

Glow Creative Innovations, LLC has been in operation since January 2016. Its founders are inexplicably driven to dream up unique product designs, bringing their ideas into reality through thoughtful

collaboration and by using the group's combined professional skills in fine art, illustration, company branding, website design, and software engineering. Artwork by Bieber and other Glow Creative Innovations artists can be found at www.entertheglow.com.

For high-resolution photos of MUB in action, go here: [MUB Press Kit](#)

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MUB Quick Fact Sheet

Join the MUB Club - Bedtime Fears Begone!

Boo! Grr! MUB (the Monster Under the Bed) is a fearless, courage-boosting plush pal for kids. He likes humans and their pets, but he does NOT get along well with other monsters.

MUB is 16" of pure monster-butt-kicking spunk. He may want to scare away all the creepy imaginary beasts in the room, but MUB certainly loves hanging out with his favorite humans. Some of his features include:

•Cuddle Monster:

MUB loves hugs! He is a premium quality stuffed toy made of soft, touchable minky fabric, tactile corduroy, and embroidered details accented by wild tufts of teal fur.

•Eyebrows:

MUB's eyebrows are adjustable, so his expression can be easily changed from friendly mode to defender mode (or somewhere in between), depending on your mood.

•Glow Charm:

MUB's light-up silicone collar charm contains a long-lasting, permanent battery and automatically turns off after 30 minutes.