



Delta Children to Donate Est. \$150K+ Worth of Products To Families Throughout Holiday Season

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By Nic Ledoux on 10/29/2018

Delta Children, a leading kids' furniture brand, recently announced that throughout the holidays and before the end of 2018, they will have donated \$150,000+ worth of products to families in need and victims of natural disaster. Donations will range from baby gear and nursery furniture to kids' activity and storage products.

Most recently, Delta Children donated 200 products for a total value of \$25,000 towards Hurricane Florence relief efforts. Products donated included pack and plays and bassinets, which are considered crucial during disaster relief scenarios as many displaced families are on the move and need a portable product in which their child can sleep. Delta Children plans to continue its donation efforts throughout the holiday season and into the New Year.

Since Delta Children was founded over 50 years ago, the brand has been devoted to one mission: finding a safe place for every baby to sleep. Through Delta Children's Safe Sleep Campaign, Delta has donated over \$328,000 worth of cribs and mattresses to military families in 2018.

More about Delta Children: *Delta Children's mission is to find a safe place for every baby to sleep. Founded in 1968, Delta Children strives to improve child safety through research, testing, design and community engagement. Delta Children works with leading safety organizations, like JPMA and ASTM to create industry standards ensuring the wellbeing of little ones. In 2012, Delta Children established "The Safe Sleep Campaign" - a nationwide effort to educate parents on the importance of creating safe sleep conditions for their children, backed with a commitment to donate product to families in need. Since 2012, more than \$4.5 million worth of product and monetary donations have been made. Learn more about Delta Children and the Safe Sleep Campaign at*

<https://www.deltachildren.com/>

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