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Amazon Prime Day 2020: Parents, Get Ready to Snag Some Sweet Deals

Amazon Prime Day is October 13–14 this year. Here's what you need to know.

Whether you're expecting your first baby or are already a parent of three, there's one thing we can all agree on: The cost of [all that baby gear](#) adds up.

That's why big sales like [Amazon Prime Day](#) can be awesome for parents. The annual 48-hour sale event regularly features great discounts on big ticket items and baby essentials alike, from brands you know and love.

This year's Prime Day is October 13–14. Here's how you can prepare and what to look out for.

What is Prime Day, again?

Amazon Prime Day is a 2-day event, exclusively for Prime members. Starting at midnight PST (3 a.m. EST) on Tuesday, October 13, you'll find thousands of deals on tech, home goods, and yes, even baby gear, on Amazon.com.

If this isn't your first rodeo, you're not remembering incorrectly — Amazon Prime Day is usually a July event. But this year, due to COVID-19 and the related surge of online shopping, it was delayed (multiple times) until October.

Delta Children

- [Jeep Gemini Stroller by Delta Children](#): more than 30% off
- [Delta Children Revolve Reversible Stroller](#): 31% off
- [Delta Children EZ Open Playard](#): 32% off
- [Simmons Kids Deluxe Gliding Bedside Bassinet](#): 28% off
- [Delta Children Canton 4-in-1 Convertible Crib](#): 20% off select colors
- [Simmons Kids Emma 4-Drawer Dresser with Changing Top](#): 15% off
- [Simmons Kids Paloma 4-Drawer Dresser with Changing Top](#): 15% off