

Slumberkins

MEDIA KIT



CUDDLY CREATURES WITH INTENTION



Cuddly creatures with intention

Slumberkins is a leading educational children's brand founded by a family therapist and educator working to promote positive social-emotional life skills in an approachable way. Through a variety of interactive channels our characters are brought to life as teaching devices, while brand products are the tools that create comfort and support learning. Our company strives to enrich lives by bringing children and their caregivers together to create a deeper bond between the two. In essence, Slumberkins are cuddly creatures with intention.



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Facebook: @slumberkins

DEEPEN THE PARENT-CHILD BOND



Slumberkins provides an approachable resource for parents, reinforcing positive social-emotional life skills through touch, sight and sound.

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We designed Slumberkins to physically represent a secure attachment that is built between parents and children. Our stories provide a structured way to help our children “download” positive skills through the interactive bedtime routines. The skills of relaxation, mindfulness, positive affirmations, and the ability to handle change and transition are skills that we see our own children and students struggling with in our professional careers as educators.

~Kelly Oriand

THE PRODUCT



– The Slumberkin –
Retail Value: \$36-\$38

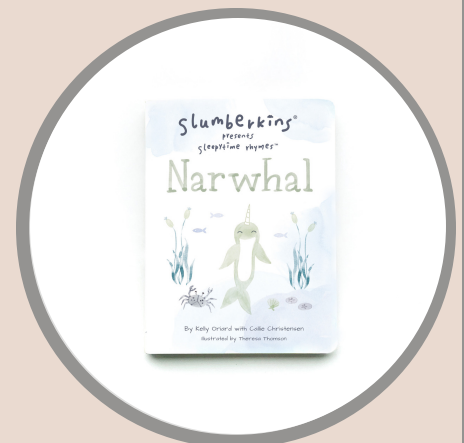
Cuddly, cute, and comforting, they are a source of security for little ones; a physical reminder of the love and connection you have with your child.

– The Affirmation Card –
(included with purchase)

A beautiful portable reminder of the loving routine included in the Slumberkin storybook.

– The Board Book –
Retail Value: \$9.99

Slumberkins' interactive stories use research-based techniques to promote positive life skills and to deepen the parent-child bond.





Product Details

Slumberkins are made out of the softest ultra-plush or silken fabric, a soft fur face, and stuffed with hypoallergenic polyester fiberfill.

100% Polyester Material

Packaged with a hand-painted keepsake affirmation card as a reminder of the skills introduced in the Slumberkins' Sleepytime Rhyme storybooks.

Our Slumberkins generally measure 14 inches long and 9 inches wide at the feet. We intentionally designed our Slumberkins without any small, detachable plastic pieces.

All Slumberkins are Safety Tested and ASTM Certified.

Care Instructions

We recommend hand washing your Slumberkin gently, using cold water and laying flat to dry. For a more thorough cleaning, place your Slumberkin in a garment bag and wash on gentle cycle. Always lay flat to dry.

DO NOT use fabric softener or dryer sheets, as they can damage the fabric and cause extreme matting. As with any plush material product, the original softness will change over time with washing.

COLLECTIONS

Bigfoot

Self-Esteem

I AM KIND. I AM STRONG. I AM BRAVE
AND UNIQUE. THE WORLD IS BETTER
BECAUSE I AM HERE. I LIKE ME.

Bigfoot promotes self-esteem with
narrative therapy techniques and positive
affirmations.



Slumber Sloth

Relaxation

I GO TO SLEEP. I SNOOZE AND
SLUMBER. I CRAWL INTO BED AND
I HAVE DREAMS FULL OF WONDER.

Slumber Sloth promotes relaxation
with a progressive muscle relaxation
routine.



Unicorn

Authenticity

I AM TRUE TO MYSELF. I LET MY LIGHT SHINE. I CAN BE WHO I AM. THAT'S FOR ME TO DEFINE.

Unicorn promotes authenticity for little ones using narrative therapy and positive affirmations.



Narwhal

Growth Mindset

IF I SEE A PROBLEM, I CAN FIX IT. I CAN TRY TO FIGURE IT OUT. IF I DON'T KNOW WHAT TO DO, I CAN ALWAYS ASK FOR HELP.

Narwhal promotes Growth Mindset with narrative therapy techniques and positive affirmations.



Fox

Coping with Change

I AM SAFE, I AM LOVED. I CAN GET THROUGH THIS PART. IT'S NOT MY FAULT THAT THINGS CHANGED, AND I CAN KEEP AN OPEN HEART.

Fox promotes coping strategies for handling change and transitions using narrative therapy and positive affirmations.



Yeti

Mindfulness

I SLOW DOWN AND AM CALM. I SIT VERY STILL. I TAKE DEEP BREATHS, RELAX AND CHILL.

Yeti promotes mindfulness with narrative therapy techniques and mindfulness exercises.



Hammerhead

Conflict Resolution

I FELT MAD, NOW I'M CALM. I CAN USE MY WORDS INSTEAD. I'M SORRY I HURT YOU, I STILL WANT TO BE FRIENDS.

Hammerhead promotes peaceful resolutions to conflict using narrative therapy techniques and positive affirmations.



Alpaca

Stress Relief

I AM STRONG AND SUPPORTED. I AM NEVER ALONE. CLIMBING THESE MOUNTAINS WILL LEAD ME HOME.

Alpaca supports stress relief, sleep security and anxiety management through positive attachments.



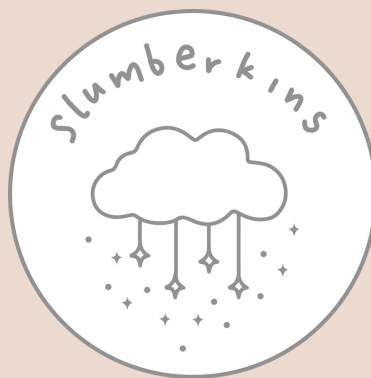
About Us

We are mothers and educators on a mission to promote positive life skills in the next generation and beyond, one snuggle at a time.



As self-proclaimed accidental entrepreneurs, co-founders Kelly Oriard and Callie Christensen, best friends for the past 20 years, saw a need for intentional children's products and created Slumberkins in 2016 while both on maternity leave from working in the public school system. Kelly, with a dual Masters degree in Marriage & Family Therapy and School Counseling and Callie, with a Masters in Teaching and endorsements in Elementary Education & Special Education, are both passionate about teaching children social-emotional skills needed to thrive in our modern world. By infusing each Slumberkins with therapeutic techniques and skill-building exercises through the accompanying Sleepytime Rhymes storybooks, the brand was launched with the intention of helping children everywhere.

With six children between them, Callie and Kelly's experience as mothers has played a major role in shaping Slumberkins into what it is today. Many of the creatures were inspired by their own children, or their own experiences as little ones. Their commitment to helping children navigate challenges is at the heart of the brand, with each Slumberkin teaching concepts like positive self image, inclusion and self-worth.



CURRENT COMMUNICATION STATS

Media Impressions: 39 MM+

Pinterest Monthly Viewers: 7.5MM

Instagram Followers: 110k

Facebook Page Likes: 21k

Newsletter Database: 50k

CONSUMER STATS

Age: 56% are 25-34

Gender: 89% women

2018 SALES DATA

Average Spend: \$50+

Store Sessions: 650,000+

MAJOR RETAIL PARTNERS

Nordstrom

Von Maur

SLUMBERKINS IN THE NEWS

ABC's Shark Tank

OK! Magazine

TLC Me: Jeremy and Audrey Roloff

Pregnancy & Newborn Magazine

Mother Mag

Working Mother

Yahoo News

Good Housekeeping

New York Magazine

Grit & Virtue

Well Rounded NY

Newsday