



## **FOR IMMEDIATE RELEASE**

### **TV Reporter-Turned-Inventor on a Mission to Take the Filth Out of Children's Car Seats**

LOS ANGELES, Calif. April 16, 2018 / -- TV News reporter-turned-inventor Jinah Kim-Perek will be launching a Kickstarter campaign on May 1st for a product that could disrupt children's car seats -- the [NIKO Easy Wash Children's Car Seat Cover](#).

Children's car seats were found to be twice as filthy as public toilets, according to a [University of Birmingham study](#), with 100 bacteria strains per square centimeter, including lethal E. coli and Salmonella. As if that weren't bad enough, most parents seldom wash their kids' car seats, a study by car seat maker Maxi-Cosi found.

The number of harnesses and attachments makes removing the manufacturer's car seat cover for washing very difficult and time consuming. Some children's car seat makers then require hand washing and line drying covers to prevent shrinkage -- an onerous chore few if any parents have time for.

NBC News correspondent [Jinah Kim-Perek](#) faced this problem two years ago after a day at the beach left her then 2-year-old son Niko covered in wet sand from head to toe. She searched stores for child car seat covers that functioned similarly to fitted sheets for beds. But nothing on the market suited her needs. She decided to make it herself. After two years of trial and error, Kim-Perek developed the NIKO.

"It takes 10 seconds to put on and even less to take off," Kim-Perek said. "Throw it in the wash and put on another one in the meantime. It's a no-brainer. There are other car seat covers out there. But they haven't gotten any traction because they simply lack the features and convenience the NIKO has."

The lab-tested, patent-pending NIKO will retail for between \$39 and \$45. But it's available at special price of \$20 to \$25 for early-bird Kickstarter backers.

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