



THE BOPPY COMPANY SUCCESSFULLY LAUNCHES GIVE BACK PROGRAM

Percentage of Sales Given Back to Moms Who Need it Most Through National Support Program

GOLDEN, Colo. (June 3, 2014) – [The Boppy Company](#), maker of the award-winning Boppy® Feeding and Infant Support Pillow, partnered with Nurse-Family Partnership® (NFP), a national nonprofit organization that helps improve the lives of low-income, first-time moms and their babies, to support at-risk moms across the country through [The Boppy Effect®: Give Back program](#).

During the months of April and May, for every Boppy® Slipcovered Pillow that was purchased at Babies“R”Us stores and [Babiesrus.com](#), The Boppy Company pledged to give back five percent of its proceeds (in the form of Boppy® Pillows) to young moms-in-need through Nurse-Family Partnership. NFP nurses then distributed the donated Boppy Pillows to young at-risk across the country. The Boppy Company has partnered with Nurse-Family Partnership for the past five years and has helped nearly 10,000 moms-in-need make the transition to motherhood more comfortable.

“The Boppy Company and Nurse-Family Partnership share a common goal of helping new moms and babies bond from day one,” said Nancy Bartley, CEO of The Boppy Company. “Our team at The Boppy Company is honored to work with Nurse-Family Partnership on an ongoing basis to help young moms in need and give them the support of a Boppy Pillow.”

In addition to purchasing a Boppy Pillow, consumers also had the opportunity to participate in the The Boppy Effect®: Give Back program by making a monetary donation to Nurse-Family Partnership directly through the [Captivate](#) website. The Boppy Company partnered with Captivate, a socially conscious company that uses a combination of charity sweepstakes and Kickstarter-like tiered incentives to supercharge fundraising efforts, to help increase donations to Nurse-Family Partnership. Consumers were invited to purchase entries to win [prizes](#) including a grand prize of a seven day all-expense paid vacation for two through their donations to NFP for The Boppy Effect: Give Back program. The Boppy Company and Captivate recently announced the winner of the vacation, and will be sending Charlie Kent of Minnesota and his wife on a paid trip for two to Keystone, Colo.

[Nurse-Family Partnership](#) is an innovative community health program that supports low-income, first-time mothers, many of whom are teen moms. Nurse-Family Partnership matches each new mom with a [registered nurse](#) who visits the mom in her home throughout pregnancy until her child’s second birthday.

The nurse empowers each new mom to have a healthy pregnancy, improve her child's health and development, and achieve economic self-sufficiency by setting goals to go back to school or pursue her career choice. Since its inception, Nurse-Family Partnership has served over 191,000 families and currently serves over 28,000 families in 43 states, the U.S. Virgin Islands and six tribal communities.

"Nurse-Family Partnership empowers first-time moms living in poverty to give their children a healthier start," said Thomas R. Jenkins Jr., NFP president and CEO. "We appreciate the partnership with The Boppy Company to help new moms succeed. The Boppy Company has generously supported NFP moms and donated thousands of Boppy Pillows throughout the years to help vulnerable moms nationwide."

For more information about The Boppy Effect: Give Back program and how to make a difference in the lives of first-time moms in-need, visit Boppy.com/giveback. To learn more about Nurse-Family Partnership, visit www.nursefamilypartnership.org.

About Nurse-Family Partnership

The Nurse-Family Partnership (NFP) National Service Office (www.nursefamilypartnership.org) is committed to producing enduring improvements in the health and well being of low-income, first-time parents and their children by helping communities implement and sustain an [evidence-based public health](#) program of home visiting by registered nurses. NFP is the most rigorously tested [maternal and early childhood health program](#) of its kind. Randomized, controlled trials conducted over 35 years demonstrate multi-generational outcomes that benefit society economically and reduce long-term social service expenditures. Nurse-Family Partnership is headquartered in Denver, Colorado.

About The Boppy Company

Celebrating its 25th anniversary in 2014, The Boppy Company, LLC makes the award-winning Boppy® Feeding and Infant Support Pillow. This iconic product has received the most votes in *American Baby* magazine's Best of the Year (Baby Best) contest a record 11 times from 2002 to 2013. Created by mom inventor Susan Brown, the Boppy Pillow has become a "must have" in today's nurseries. The Boppy Company is based in Golden, Colorado, and is dedicated to providing comfortable support for moms and babies. For more information, visit www.boppy.com. The Boppy Company is now a part of The Artsana Group, makers of Chicco® branded infant products. Learn more at www.artsana.com and www.chiccousa.com.

About Captivate

[Captivate](http://www.captivate.org) is a socially conscious company that began with a dream of creating the ultimate win-win for charities and their donors alike. Our mission is to supercharge fundraising and empower organizations to do what they do best, support their communities and boost their overall impact. We accomplish this by helping nonprofits boost their awareness and donations through a unique combination of charity sweepstakes and Kickstarter-like tiered incentives, resulting in unique campaigns where anyone can participate and have a chance to win unforgettable trips and great prizes. Learn more at www.captivate.org

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