

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffPR.com



WUBBANUB™ ORIGINAL PLUSH PACIFIER WINS FIVE PRESTIGIOUS AWARDS IN 20th YEAR INCLUDING *THE NATIONAL PARENTING CENTER SEAL OF APPROVAL*

Earnie Award-Nominated WubbaNub Up for Best Infant Accessory

Orange, CT (September 19, 2019) – WubbaNub, the original plush pacifier invented out of necessity by mompreneur, Carla Schneider, received the coveted *National Parenting Center Seal of Approval* for its Major League Baseball™ – licensed collection.

The Major League Baseball* (MLB) deal began with a New York Yankees™ Bear and has since grown to include New York Yankees™ Pinstripe Puppy, New York Mets™ Bear, St. Louis Cardinals™ Bear, San Francisco Giants™ Bear, Kansas City Royals™ Bear, Houston Astros™ Bear, Los Angeles Dodgers™ Bear, Chicago Cubs™ Bear and Boston Red Sox™ Bear.

The infant lifestyle brand is also celebrating its 20th birthday in a big way! Just this year alone, WubbaNub is nominated for an Earnie Award for Best Infant Accessory. Awarded by *Earnshaw's* magazine for the past 41 years, the Earnie Awards recognize outstanding children's companies for excellence in business and design.



WubbaNub Pacifiers and WubbaNub Loveys have already won five prestigious awards in 2019 including:

Earnie Awards “**Best Infant Accessory**” Finalist.

Polls close on October 1st. [Click here to vote](#)



The National Parenting Center

Seal of Approval

WubbaNub products including the MLB Series



Mom's Choice Awards Honoring Excellence

2019 new products WubbaNub
Camo Bear and Baby Sloth
pacifiers



Baby & Children's Product News -

Reader's Favorite Award

WubbaNub Pacifier tied for 1st

Place (tie)



Creative Child Magazine

Creative Child Awards 2019

Product of the Year award

WubbaNub Lovey Brown Puppy /

WubbaNub Brown Puppy pacifier



Baby Maternity Magazine

Top Choice Award 2019

WubbaNub Lovey Brown Puppy/

WubbaNub Brown Puppy pacifier



HISTORY: In the fall of 1998, special education teacher (and first-time mom) Carla Schneider would constantly get stopped by strangers. They couldn't help but coo when they saw the adorable pacifier-plush animal combo she had handmade one night when her newborn son desperately needed comforting. "I was stopped by many people asking where they could buy it," said Schneider. "So, at the urging of my mother, who ran a non-profit agency, I applied for a patent." Like many mompreneurs of that era, the business started at her kitchen table. As word-of-mouth built the business, the WubbaNub headquarters moved into a corporate building in Orange, CT but still stays true to its roots.

One very important aspect for Schneider was sourcing a BPA-free medical grade silicone for the safety of the babies. "I wanted a pacifier that I felt was safe," she explained. "It had to be 100% perfect for my own children as well as every other child."

Schneider's unrelenting attention to safety musts and the already-growing awareness for the brand led hospitals to start carrying WubbaNubs across the nation, including Johns Hopkins and Cincinnati Children's Hospital. Many of these facilities use WubbaNubs to soothe babies in the neonatal intensive care unit (NICU) and during patient transfers - a practice that appeals to Schneider's passion for helping others. "I didn't realize the impact the WubbaNub had on the NICU families until I started receiving letters from families thanking me for giving comfort to their child," said Schneider. "It's more than just a product for me, it's more than just a way to make an income."

WubbaNub's success wasn't built on hospital sales alone. Starting with her first two designs - a red dog and yellow duck - Schneider grew her business in the specialty market. "Specialty boutiques are where we started and they're what really built my brand," she said. "They were the foundation to WubbaNub becoming a household name."

By 2009, the brand was available in large department and mass market stores, such as Nordstrom, Saks Fifth Avenue, Target, and Buy Buy Baby, among others. Also that year, Schneider signed a licensing agreement with Mary Meyer Company to develop WubbaNub designs for the Mary Meyer Baby Line.

WubbaNub will continue to expand by adding products that are helpful through other childhood stages. "My vision for our brand is to grow up with your baby," answers Schneider, "to still be part of the family throughout their other childhood stages and milestones. I want to keep the love going and evolving from a baby's first friend to their sidekick as they grow. This is the next step in building a truly multi-faceted baby brand that is warm, approachable and uniquely special."

###

* Major League Baseball trademarks and copyrights are used with permission of Major League Baseball. Visit MLB.com