



Media Contact (Do Not Publish)

Pam Cosgrove
media@joovy.com
(469) 333-8886

Joovy Supports National Park Foundation with New National Park Collection

Fun and educational products feature endangered animals that live in America's national parks

Irvine CA, April 6, 2021—Today, Joovy, a global leader in premium juvenile, toy, and sporting good products for young children, announced its new national park collection in partnership with the National Park Foundation.

The collection, available at [Joovy.com](https://www.joovy.com), includes fun and educational products featuring endangered animals that live in national parks. Products include high chairs, walkers, tricycles, and bikes, as well as interactive placemats for family mealtime, fact-based board books, and plush toys that can help teach children empathy and emotional connections. Each purchase will help support the National Park Foundation, which works to protect wildlife and park lands.

“As an industry-first collaboration, our goal is to create awareness and educate young children about endangered animals while supporting our great national parks,” said Rob Gardner, Founder and CEO of Joovy. “We hope this will change how families look at everyday products. Connecting an endangered animal to something you use every day creates the opportunity to empower children and their families with empathy for these essential creatures.”

After going on many family trips to national parks, Rob and his wife Sarah became inspired to support the national parks. “Not only did we get excited about the parks and what they meant to our family, but also about how we could inspire other families through Joovy products,” said Rob. “That’s why we developed this collection featuring endangered animals and the national parks they call home.”

“Joovy's new collection brings national parks into people's home and helps inspire curiosity about these treasured places and the wildlife living within them,” said Stefanie Mathew, senior vice president of corporate partnerships at the National Park Foundation. “The National Park Foundation is grateful for Joovy's continued support for national parks.”

The loveable animals come to life with endearing names and personas to build the relationship between the child and nature. Meet the first four endangered animals in this collection.

Sol, the Southern Sea Otter, lives in forests of giant kelp off the coasts of Channel Islands National Park and Golden Gate National Recreation Area. This keystone species plays a crucial role in maintaining the habitat of many marine animals.

Loosi, the Black-Footed Ferret, lives in the prairie grasslands in Badlands National Park and Wind Cave National Park. This animal had been on the endangered species list since its inception 55 years ago.

Ben, the Sonoran Pronghorn, lives in the desert at Organ Pipe Cactus National Monument. Its primary challenge is the lack of space due to the construction of roads and fences.

Brody, the Hawaiian Hoary Bat, lives in the trees of Haleakalā National Park and Hawaii Volcanoes National Park. This animal is a key to using fewer pesticides since they consume up to 6,000 insects a night.

"Supporting our national parks is a commitment we plan to continue into the future," said Rob. In the coming months, Joovy will be releasing additional products within the national park collection.

For more information about the national park collection, visit www.joovy.com.

For every product purchased from the national park collection, 5% of the purchase price will be donated to the National Park Foundation for a minimum commitment of \$200,000 through this and other promotions by the end of 2021.

ABOUT JOOVY

Founded in 2005, Joovy, a global leader in premium juvenile, toy, and sporting goods products for babies through young children, has grown by listening to parents. By answering our phones and solving problems immediately for families, we establish a relationship built on trust. Positivity is contagious. Joovy believes we should be good to each other, good to the world, and good to the environment. Every good deed can have a significant impact. Be good. To learn more about Joovy, please visit <http://www.joovy.com>.

ABOUT THE NATIONAL PARK FOUNDATION

The National Park Foundation works to protect wildlife and park lands, preserve history and culture, educate and engage youth and connect people everywhere to the wonder of parks. We do it in collaboration with the National Park Service, the park partner community, and with the generous support of donors, without whom our work would not be possible. Learn more at <http://www.nationalparks.org>

#