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Joovy Brings the Endangered Sonoran Pronghorn into the Spotlight

The Sonoran Pronghorn is the true hero of this premium folding tricycle

Irvine CA, August 17, 2021 --- Joovy, a global leader in premium juvenile, toy, and sporting good products for young children, launches the Joovy 528 Sonoran Pronghorn Tricycloo UL, National Park Foundation Edition. For children six months to five years old, this premium folding tricycle is packaged with a plush animal and a board book telling a story about the true hero of this product; Ben, the Sonoran Pronghorn.

As Joovy's National Park Collection expands, Joovy's goal is to raise awareness about the endangered Sonoran Pronghorn and the national park where it lives. "We want to help educate young families on how we can keep the lands and habitats clean and safe for these endangered animals," Sarah Gardner, Joovy's Marketing Director, expressed. "Our children are the next generation of environmental stewards." Each purchase will help support the National Park Foundation, which works to protect wildlife and park lands.

Across the country, pronghorn populations are healthy, but the Sonoran Pronghorn is a unique subspecies that have adapted to live in the desert. They are smaller and lighter than other pronghorns. Also known as "the desert ghost," the Sonoran Pronghorn can be seen around the Organ Pipe Cactus National Monument in Arizona. Sonoran Pronghorns spend their days munching on herbs or desert grasses and running at speeds of 60 miles an hour. They were once as widely dispersed as buffalo until their open land was encroached on by farms, fences, and roads. As time went on, food became difficult to find and, as the climate altered, water became scarce. Today, their population hovers around a few hundred.

Education is one of the first steps in preservation. By giving parents and children a fun and enjoyable way to learn about the Sonoran Pronghorn and the national park it calls home, Joovy hopes to encourage families to learn more about protecting these endangered animals.

This product includes the high-quality foldable push tricycle, a board book, and a plush toy featuring the endangered Sonoran Pronghorn named Ben. The fact-based book takes you on a journey with Ben, including what he eats, his ancestry, where he lives, and that he's the fastest land animal in North America.

Join Joovy in bringing awareness to the Sonoran Pronghorn. Through educational efforts, families can embrace these animals in need and give back to the National Park Foundation. For every purchase of a Joovy 528 Sonoran Pronghorn Tricycoo UL National Park Foundation Edition, Joovy gives 5% of the purchase price back to the National Park Foundation in support of our treasured national parks.* To learn more, visit 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>.