

Joovy Takes Big Baby Steps to Help Bring Awareness to the Endangered Black-Footed Ferret

Joovy + National Park Foundation raise awareness among families about endangered animals in national parks

IRVINE, Calif. ([PRWEB](#)) September 17, 2021 -- Joovy, a global leader in premium juvenile, toy, and sporting good products for young children, introduces the Joovy 528 Black-Footed Ferret Spoon B, National Park Foundation Edition. This premium baby walker is for babies up to 30 lbs and packaged with Loosi the black-footed ferret, an adorable plush toy, an educational placemat, and an original fact-based board book telling a story about the habitat and life of Loosi.

Joovy's National Park Collection brings awareness to endangered animals living in the national parks. Included with each product in the collection is a plush toy replica of an endangered animal. Introducing these animals to children provides parents with opportunities to open their children's eyes to the outdoors, the national parks, and the animals living in these parks. Educating families about the plight of endangered animals and encouraging them to care is Joovy's goal.

Initially found throughout the Great Plains, the black-footed ferret is considered one of the most endangered species in North America and the only native ferret species on the continent. Once thought to be extinct, recent efforts have proven successful to help their comeback. Found in Badlands National Park and Wind Cave National Park in South Dakota, these nocturnal animals spend most of their time underground in prairie dog burrows where they shelter and care for their young. They are entirely dependent on the prairie dogs for food and shelter. These cute little creatures have an incredible appetite - they are carnivores dependent on the prairie dog, which makes up 90% of its diet. One black-footed ferret consumes 100 prairie dogs per year.

The biggest threats to the black-footed ferrets are disease and loss of habitat. We need black-footed ferrets to help us understand the health of the grassland ecosystem. "On a recent trip to Badlands National Park, our family was on the lookout for black-footed ferrets. We weren't lucky enough to see any but we did see a thriving ecosystem that included bison, bighorn sheep, prairie dogs, and one of the most beautiful sunsets we've ever seen," said Sarah Gardner, Joovy's director of marketing.

Included with the Joovy 528 Black-Footed Ferret Spoon B, National Park Foundation Edition is the premium walker with a brake, the plush Loosi, an educational placemat, and the fact-based board book with an original story about Loosi.

Joovy encourages families to consider the National Park Collection of products that directly give back to the National Park Foundation supporting the national parks, where many endangered animals make their habitat. The purchase of the Joovy 528 Black-Footed Ferret Spoon B, National Park Foundation Edition gives 5% of the purchase back to the National Park Foundation to help preserve and protect wildlife and park lands, a win-win for all.

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 www.nationalparks.org.

[Video](#)

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