

At last! Protect your baby's sleep routine by turning day into night... wherever you are... with the new Cot Canopy from Content&Calm

March 22nd 2009. Many parents know how disruptive travelling can be to a baby's sleep routine and are all too familiar with the way a sun-filled hotel room can trigger a 5am wake-up call! Such weary parents will therefore welcome the launch of the innovative Content&Calm Cot Canopy. **This unique product** is especially designed to help parents maintain their baby's routine by creating a darkened environment in which baby can sleep peacefully - wherever, whenever.

The Content&Calm™ Cot Canopy™ is a lightweight portable canopy that fits over all standard cots and travel cots allowing your baby or toddler to sleep, even when the lights are on, or the sun is streaming through the window.

Perfect for holidays, weekends away, camping, room sharing with siblings or parents, at the child minder's, at nursery...

The clever design allows you to adapt the level of darkness to whatever suits you and your baby best. There's an inside layer of darkened mesh that even uncovered provides a good level of darkness and doubles up as a brilliant mosquito net. The unique fabric outer layer is lightweight and breathable and provides additional darkness if needed.

Child's play to assemble, in just three simple steps, the canopy attaches to the top of the cot or travel cot and you take your baby in and out in the usual way.

Designed with travel in mind, it packs up simply into its neat little carry bag and off you go.

Vicki Scott RM, qualified midwife, maternity consultant and leading baby wellbeing advisor comments: *"The Cot Canopy is brilliant in that it helps parents to maintain consistency and routine, which is really what bringing up a healthy and happy child is all about."*



The Cot Canopy is perfect for....

- A new baby sharing a room with a brother, sister or parents.
- Taking the stress out of visiting friends or relatives – you can have your baby in a cot in the same room as you or a sibling, without having to worry about blackout or having to feel your way around the room in the dark! Even when blackout blinds are available, it means the whole room has to be in darkness when it's only the baby that needs to sleep. With the Cot Canopy your baby enjoys their own personal darkened environment, those around them can have the lights on or the curtains open.
- When you go back to work and are worried about your baby keeping their lunchtime sleep at the child minder's, a relative's or nursery.
- Holidays – whether you're camping or your baby is in a hotel room with you or with a babysitter or in a crèche ...(and because no one needs a 5 am wake up call on holiday...!)



The Content&Calm™ Cot Canopy, RRP £129.99, is available from early May 2009 from Mothercare.com, Contentandcalm.com and all good independent retailers. For local stockists call 020 7610 2355 or email sales@contentandcalm.com

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Notes for Editors

A fantastically innovative product, the **Content&Calm™ Cot Canopy™** has been created by business entrepreneur, lawyer and mother of two Solvej Biddle, and is set to become the must-have sleep product for babies and children in 2009.

“Like so many of us, my life is all about trying to find the right balance: the balance between being a good Mum and still feeling that I have a life of my own. Most of my family are Danish, and my husband is American and travel has always played a big role in my life. When I had the first of our two children I was keen to still be able to go out and about without feeling that my children were suffering as a result.

Having worked hard to establish a routine and with darkness being key to my daughter sleeping well, I found maintaining her routine away from home difficult. Darkness helped to protect her sleep routine but made it hard for others to use the room when she was asleep.

On holiday sometimes we couldn't leave our room in the evening because we couldn't find a babysitter prepared to sit in the dark with her. We are also keen campers, but camping with a baby so often means that the whole campsite is woken at dawn by your smiley happy but very awake baby who wakes up as dawn breaks! Now my daughter is older and often shares a room with her younger brother. She needs the light on to find the loo in the night – he needs darkness to sleep...

So I carried out some research amongst new mothers and it appeared to be a universal issue for which there wasn't a solution. Staying away from home for the night was often too disruptive when their children were young and was also concern from mums going back to work that their children would/did find it difficult to sleep during nap time at nursery in a light environment. We followed this up by speaking to nursery owners who confirmed this problem.

So Content&Calm was born. It's taken me two years from giving up my job as a lawyer to seeing the first product arrive here in May. It's all about making good parenting easier. Routine and sleep are central to this and I am excited to have developed a product which helps parents to protect their child's sleep routine wherever and whenever.”



The Cot Canopy fits all standard size cots and travel cots up to a maximum size of L130xH11xW75 cm.