



For Immediate
Release

Media inquiries
contact:
Lindy Bartell
503/860-8062

2845 NE 56th Ave.
Portland, OR 97213
T 503/954-3989
F 503/296-2713
clever@smartyparents.com
www.kiddyplatter.com
www smartyparents.com

LESS MESS MEANS MERRIER MOMS THIS HOLIDAY SEASON

The New BPA-Free Kiddy Platter Means Less Mess, Quick Clean-up and a Perfect Holiday Activity Space

Portland, Ore., December 10, 2012 – Having toddlers and young children at the “big” table during holiday celebrations can be nerve-wracking. Not so with the Kiddy Platter placemat and craftmat. Stains on table linens from cranberry sauce or ground-in gravy, and holiday food all over the floor are a thing of the past. The new BPA-free, dishwasher-safe Kiddy Platter is also perfect for containing the mess and protecting the table while making holiday crafts and decorating cookies.

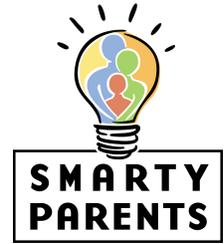
The Kiddy Platter is a clear, tray-like placemat that can be personalized with educational placards, art or any items of interest underneath it to keep a child’s attention at the table. Items such as educational worksheets, cards from the grandparents, or favorite photos can be placed underneath to amuse a child on any given day. Or, during special occasions, the hostess can simply keep the table clear of cartoon-character clutter while enjoying the protection and simple style of the Kiddy Platter.

Ideal for kids ages one and up, the Kiddy Platter grows with a child. It is handy and useful not only at the table, but on the floor, or as a hard surface “on the go” in a car or elsewhere.

Full of Fabulous Features

The Kiddy Platter is the world’s first all-in-one placemat and craftmat and has a host of fabulous features:

- Removable front gutter to catch crumbs and hold crayons or window markers
- A sticky rubber rim keeps it from slipping on any table surface
- See-through design allows it to be personalized with items of interest or educational material underneath to keep a child’s attention (alphabet, counting, tracing, etc.)
- Raised edge keeps the mess in its place and holds spilled liquid
- Easy to clean and dishwasher-safe
- Shatterproof and stain-resistant
- Available in four colors: Ping Bubblegum, Blue Raspberry, Green Apple and Red Tomato



For Immediate
Release

Media inquiries
contact:
Lindy Bartell
503/860-8062

2845 NE 56th Ave.
Portland, OR 97213
T 503/954-3989
F 503/296-2713
clever@smartyparents.com
www.kiddyplatter.com
www smartyparents.com

-more-

Focused at the Table

While an alphabet placard is included free with every Kiddy Platter, parents and children can create their own designs for viewing underneath or visit www.KiddyPlatter.com to download educational and entertaining material from a variety of sources. Additional ideas and resources are frequently shared on the Kiddy Platter Facebook page at <http://www.facebook.com/kiddyplatter>

Pricing and Availability

The Kiddy Platter placemat and craftmat retails for \$29.95 and is currently available for purchase at www.KiddyPlatter.com. It will soon be available in specialty stores across the United States.

About Smarty Parents

Smarty Parents is the manufacturer and distributor of the award-winning Kiddy Platter placemat and craftmat. Smarty Parents is also the U.S. distributor of Yummy Dough, edible modeling dough from Germany. With today's high-tech gadgets and hurried lifestyles, Smarty Parents' mission is to make meal time matter and craft time count. Child development research reveals that kids who share a family meal together on a regular and reliable basis are healthier, happier and better students. Smarty Parents is located in Portland, Oregon. For more information, visit either www.KiddyPlatter.com, email clever@smartyparents.com or call (503) 954-3989.

###