

CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
Lisa@KidStuffpr.com



*Big Red Rooster Doesn't Monkey Around When It Comes To Kids
Getting A Sound Sleep And Waking To A Great Morning*

MONKEY SOUND MACHINE & DINO ALARM CLOCK WIN NATIONAL PARENTING CENTER 2016 HOLIDAY SEALS

Fisherville, VA (November 18, 2016) -- Big Red Rooster (think cock-a-doodle doo) is on a mission to create innovative products that help youngsters fall asleep or get out of bed in the morning. Their **Monkey Portable Baby Sound Machine (\$19.99)** and **Dinosaur Projection Alarm Clock (\$29.99)** and have received countless thank you notes from happy parents! That's because everyone in the house – babies, school kids and mom & dad are finally sleeping soundly! The testers at The National Parenting Center spent two months judging the adorable accessories and gave both products its *2016 Holiday Seal of Approval*. Cuteness, price and handiness were duly noted in their glowing reports.

“An adorable sound machine and ideal great travel toy,” begins the first of two 2016 Holiday Seal of Approval appraisals, “Big Red Rooster really impressed testers. This is a small plastic monkey about five inches long with a plastic chain attached to the top. This monkey is equipped with a speaker and buttons on its belly. Two of the buttons are for volume and one is for length of time that the monkey will stay on.”

“Parents can choose between fifteen minutes or thirty minutes,” the review, available online at tnpc.com, continues. “The rest are familiar fun sounds that babies enjoy including heartbeat, ocean waves, lullaby, white noise, and rainfall. They provide a good cover for other noises that might startle or wake a sleeping baby. It can be hooked onto the handle of a car seat or stroller so that it can travel wherever the baby is trying to sleep.”

“The designers really thought of everything including making sure that the on/off button has to be pressed for at least three seconds. Why is this a great feature you ask? So that it won't turn on accidentally and waste the batteries. Parents felt the price point was just right.”

Monkey Portable Baby Sound Machine • \$19.99 • Ages Newborn+
The National Parenting Center • Seal of Approval Winner Holiday 2016

Pack the diaper bag and bring this little monkey for a soothing road trip or a car ride around town. Baby will hear one of five high quality sounds at the touch of a button on monkey's round belly. The integrated clip allows for attachment to baby's stroller, car seat and more. Just add 3 AAA batteries.



“This Dinosaur alarm clock is a perfect combination of cute and exciting,” kicks off a second glowing review for Big Red Rooster's Dinosaur Projection Alarm Clock.

“It is a gender neutral product that was equally appealing to boys and girls. This will probably be your child’s first alarm clock so why not make it special.”

The appraisal continues, “on the front there is a digital clock but there are also two small projectors on the top of the dinosaur’s head and that’s where the magic part comes in. One projects the time while the other can project four different dinosaur images. You choose which dinosaur image by turning a dial at the back of its head.”

The National Parenting Center testers are both children and grownups. Together they uncovered, “you can choose to project just the time or just the dinosaur image. You can also project both together, and that was always our testers’ preference. The projected image is not too bright, so it’s not distracting. In fact, it also works as a night light for your child’s bedroom. You can set the projection timer to 10 or 30 minutes or leave it on continuously. The alarm does its job; it is loud enough but not annoying. It was easy to hear and wake up to, but importantly, it is never jolting or frightening.”

Dinosaur Projection Alarm Clock • \$29.99 • Ages 2+

This makes a dino-mite clock for kids who are fans of the stegosaurus and his mighty friends. Kids will enjoy the 4 prehistoric images as well as the digital time projected above their heads. Big Red Rooster designers added an AM and a PM indicator so kids would not be confused. Each clock operates on an AC adaptor (included) or 3 C batteries.

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ABOUT BIG RED ROOSTER

Brian Johnson, founder of Big Red Rooster® Products, has been successfully creating products for the world’s major retailers for over 15 years. He helped build a lighting company to \$22 million in sales from a start-up. This company quickly became the leading supplier of battery operated LED lights to retailers throughout North America. Through his efforts, these products were prominently featured on the shelves of world leading retailers such as Wal-Mart, Bed Bath & Beyond, Costco, and Ace Hardware, while delighting consumers everywhere. In 2014, he decided to focus on creating innovative products that help people fall asleep or get out of bed in the morning. The first Big Red Rooster products to launch are an innovative collection of children’s alarm clocks. Another dozen products are under development! For more information, visit BigRedRoosterProducts.com.

