

FOR IMMEDIATE RELEASE

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BUMKINS LINKS UP WITH NINTENDO'S "THE LEGEND OF ZELDA"

PHOENIX, (September 1, 2017) – Your quest for cool baby gear has brought you here! Building upon the successful partnership with Nintendo®, Bumkins has expanded its product offerings to include products featuring characters and symbols from “The Legend of Zelda™.”

A loophole to the “no video games at the dinner table” rule, the collection features three bibs styled to look like the costume of Link, the game’s courageous hero. The award-winning SuperBib® is outfitted with a snap-off cape resembling Link’s shield. For little ones beginning the adventures of self-feeding, the Costume Sleeved Bib gives full-sleeve coverage with the added fun of looking like a Link costume. And for smaller diners, a silicone bib features a large pocket to catch spills and can be run through the dishwasher after meals.

Bumkins’ popular Grip Dish gets brought into the fantasy world as it takes on the iconic shape of the Triforce. Made from 100% food grade silicone, the dish has three sections that hold toddler-sized portions of 3.5 ounces each, and a smaller section that holds 1.5 ounces. A strong suction base keeps the dish from scooting around the table while little ones work on scooping food.

Ready to take on any journey, the set of three Reusable Snack Bags is perfect for packing snacks or travel gear. Made from Bumkins’ signature waterproof fabric, these eco-friendly

alternatives to single-use plastic baggies come in small and large sizes. Soft but durable, these bags are up for many adventures.

Teething is dangerous to go alone! Take these! Not to leave out the youngest of future gamers, two new designs of Bumkins' Silicone Teethers will be released. One design features an 8-bit version of Link while another is an 8-bit version of the Life Hearts.

Products will be available for purchase in national retailers, as well as on Bumkins.com and Amazon.com in the US, beginning Fall 2017.

About Bumkins

Built upon the success of the company's award-winning SuperBib®, Bumkins' product line includes a variety of bibs, smocks, and eco-friendly reusable bags made from its signature soft, machine washable, waterproof fabric. Products feature fun, colorful prints of Bumkins' own design, along with those from licenses like Disney, DC Comics, Dr. Seuss, and Nintendo. The company has recently branched out to produce silicone teething products, along with a selection of dishware to further solidify its stronghold in the feeding industry.

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