



**J.L. CHILDRESS**  
*travel happy.*

April 2020

## **J.L. Childress Products Prepare Families for Adventures Around the Block and (eventually again) Around the World**

Today's environment is unprecedented and uncertain, especially for new parents. Yet it IS temporary, and parents know that better than anyone else. A newborn baby's coos are beautiful, yet temporary. Toddler tantrums are mystifying and frustrating, yet temporary. J.L. Childress has been in the Juvenile industry for over 35 years and we've seen many temporary situations come and go. We are as prepared as ever to help parents today and well into the future.

Our motto is "helping parents with adventures around the block or around the world." For today, we're focusing on around the block adventures, spreading positive messages of hope and encouragement and making sure the immediate needs of our consumers are being met. For tomorrow, we will continue to support traveling families with products that PROTECT their gear and children from germs as they venture back out into our beautiful and diverse world on a more global scale. As we (eventually) emerge from this state of #socialdistancing, parents will be more concerned than ever in keeping their littlest ones protected from germs while on-the-go. J.L. Childress is excited that we can help them in these important endeavors by offering a wide variety of universal, value-focused products.

While many might be needing an extra spark of something magical during this time, we're proud to introduce our Disney Baby by J.L. Childress collection. This collaboration spans our entire product catalog, from car seat and stroller travel bags to insulated bags, stroller accessories and changing pads.

J.L. Childress is a family company, owned and operated by our Founder's two daughters (who are also moms!). We ARE our customers. We personally feel the stress of today's world on parents, navigating through unexpected and novel challenges, one day at a time. We hold tight to the knowledge that today is temporary, and tomorrow holds more adventures than we could ever imagine as we blessedly live life with our families and children.

From our family to yours, adventure on!

*Kate Childress Doti*  
Co-Owner

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