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## FOR IMMEDIATE RELEASE

Love To Dream™ introduces the Rainbow Swaddle UP™ to help parents honor a baby lost, while supporting the First Candle organization

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**KENNESAW, GEORGIA, March 30, 2020** – Regal Lager, Exclusive Distributor of the Love To Dream™ brand in North America, continues to make a difference and wants to honor all families who have endured the heartache of loss with an exclusive Swaddle UP™ and celebrate their “Rainbow baby”.

A baby born following a miscarriage or a stillbirth is known and celebrated as a “Rainbow Baby”. In honor of all Rainbow Babies, Love To Dream™ is proud to introduce the popular Swaddle UP™ in an exclusive Rainbow print. The Rainbow swaddle was developed to help families celebrate their new arrival, while remembering and honoring the baby they have lost.

Regal Lager, is a proud supporter and Safe Sleep Guardian of the First Candle organization. For every Rainbow Swaddle UP sold, Regal Lager will donate \$5 to First Candle. The funds raised will help First Candle in their tireless work to raise awareness about SIDS and other sleep-related infant deaths. The commitment and goal is to reduce the number of tragic deaths and to provide bereavement support to families who have experienced loss.

Founder and CEO of Love To Dream, Hana-Lia Krawchuk said that making a difference and giving back is a core value of Love To Dream, as well as Regal Lager, and this initiative is an extension of their wider commitment to social responsibility.

*Hana-Lia Krawchuk said “We all know someone who has suffered early pregnancy loss; it has such a devastating impact on couples. It affects them after the loss, on their journey to have another baby and during their subsequent pregnancy. Creating the Rainbow SWADDLE UP™ and supporting First Candle is our way of showing we care about families going through this challenging time.”*

Regal Lager is guaranteeing a donation of a minimum of \$ 30,000 to First Candle, with a hope to raise substantially more. The Rainbow Swaddle UP will be available for both the US and Canadian markets in May, in time for Mother’s Day. It will be available in sizes Newborn (from 5 lbs.), Small (from 8 lbs.) and Medium (from 13 lbs. up to 19 lbs.) See the Rainbow Swaddle video here:

<https://www.youtube.com/watch?v=5XK2OaybZUA&feature=youtu.be>



For more information, high resolution images and expected availability to the North American markets, please contact [elisabeth@regallager.com](mailto:elisabeth@regallager.com)

Please follow us on social media at @LoveToDreamUSA #swaddleupfromdayone #swaddleup #lovetodream

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#### **About Love To Dream™**

Love To Dream was established in 2009 by Australian mother and former fashion designer Hana-Lia Krawchuk. In her search for a more functional and effective baby swaddling solution, Hana designed the unique Love To Swaddle UP™ line, which fast became a leader in the product category. For more information, please visit <http://www.lovetodream.com>.

#### **About Regal Lager, Inc.**

Building Quality Brands since 1991 and proud exclusive distributor for Love To Dream since 2014. For more information about our other brands Lascal, Nomi, Dekor and Qdos, please visit <http://www.regallager.com>.