



FOR IMMEDIATE RELEASE

4moms® & EmbraceRace Launch the “Early Childhood Collection”

New, curated content will guide parents in raising a race-brave generation

PITTSBURGH, Penn – April 12, 2022 – [4moms](#), a company that helps make parents' lives easier by creating high-tech baby gear, announces a new partnership with [EmbraceRace](#), a non-profit whose mission is to help raise a generation of children who are thoughtful, informed, and brave about race. Together, they have created a resource center called the [Early Childhood Collection](#), which is a curated selection of materials, including articles, blogs, and webinars, focused on how, and why, to talk to young children about race.

“We have a mountain of research indicating that children's racial sensibilities begin to form in infancy,” explained Andrew Grant-Thomas, who founded EmbraceRace with his life partner, Melissa Giraud. “Parents, grandparents, and other caregivers need great information and tools they can use to help shape kids' emerging sensibilities about race in healthy ways. This is why we're excited to partner with 4moms. Their contribution helps us invest further in developing this crucial content for families.”

The articles, action guides, webinars, and books within the Collection are available to everyone on [embracerace.org/4moms](#). These materials provide anti-racist resources for adults as they engage in a thoughtful, informed, and age-appropriate way with their little ones, from the very beginning of their parenting journey.

“We very much value EmbraceRace's mission to support parents and our communities to create a more inclusive world,” said Debbie Lee, CMO of 4moms. “EmbraceRace's depth of knowledge and insights are an incredible resource for parents who want to raise a more race-brave generation.”

The Early Childhood Collection, sponsored by 4moms, can be found at [embracerace.org/4moms](#).

About 4moms

4moms® has transformed the baby gear industry by leveraging technology and user-centered design to create dramatically better products, like the 4moms MamaRoo® Multi-Motion Baby Swing that replicates the bouncing and swaying motions parents make when soothing their babies, the 4moms Breeze® Playard



that opens or closes in one simple step, the 4moms MamaRoo Sleep® Bassinet, which uses unique motions to help baby fall asleep and stay asleep longer, and the 4moms High Chair, which uses magnetic technology to make meal time easier. The company, founded in 2005 and based Pittsburgh, Penn, currently sells its products at buy buy BABY, Amazon, Best Buy, Target, walmart.com, select specialty retailers, 4moms.com and 58 countries across the world.

About EmbraceRace

[EmbraceRace](#) supports parents, guardians, educators, and other caregivers working to raise children who are thoughtful, informed, and brave about race so that multiracial democracy in the United States can thrive. We identify, organize, and create the tools, resources, discussion spaces, and networks needed to nurture resilience in children of color; nurture inclusive, empathetic children of all stripes; raise kids who think critically about race; and support a movement of kid and adult racial justice advocates for all children. Six years after our founding in 2016, EmbraceRace is well-established as a national leader in the space of children's racial learning and socialization.