



CHICCOnection:

Insider news, promotions and child safety tips...brought to you from your friends at Chicco!



A New Year's Giveaway

Be among the first in the U.S. (really!) to own the Cortina Together- Chicco's first front-to-back double stroller!

We're so excited about the brand new Cortina Together that we're offering our CHICCOnection readers an exclusive chance to win a FREE Cortina Together Stroller (no purchase necessary). The only catch is that you'll have to wait until April, when the first shipment comes in. We'll let you know by March 22 if you're a winner. For expectant moms, this could be one less item to add to your registry. For everyone else, this could be your chance to win your new *favorite* piece of baby gear. All we need is your name and email address. Feel free to pass this newsletter along to your friends so that they'll have the chance to enter too.



[Click Here to Enter](#)

Growing with Chicco

**Sneak Peek:
Two great new products for your growing family!**

The Cortina Together Double Stroller

Will you be welcoming another baby into your family this year? Or, are you expecting twins? After years of research and development, **Chicco** is thrilled to introduce our CHICCOnection readers to the new Cortina Together double stroller. For the first time, Chicco is offering a front-to-back double stroller that accepts one OR two #1-rated **KeyFit Infant Car Seats**. For more information about the KeyFit family, keep reading!

This stroller is a must for on-the-go families with multiple young children – unlike other front-to-back double strollers that require cumbersome add-on components to accept a second infant car seat, the Cortina Together features a unique and convenient one-hand activation system: simply fold the front seat forward, click in the second KeyFit Infant Car Seat, and you are ready to roll. Both the front and the rear wheels offer suspension to smooth out the bumps on the road, and the rear seat offers full recline for naps on the go.

Other parent-friendly details include a large, zipper accessible storage basket, one-touch linked rear brakes, parent organizer and cupholder, swappable child cupholders and optional armbar. Not only is the Cortina Together functional, it also looks fantastic, with anodized aluminum frame, chiseled tubing profile, tailored yarn-dye woven fabrics and premium Italian style.

The Cortina Together is big on details but small on space. The stroller folds compactly with one hand activation, so that collapsing and storing is easy. It also has a narrow width, so it fits through standard door frames, and is 15 percent lighter than comparable double strollers on the market.

Chicco's double stroller will be available in stores this April (Babies "R" Us and BuyBuyBaby) in the fashionable Fuego, Romantic and Cubes patterns. For more information, check out **ChiccoUSA.com** in the upcoming months.



Cubes



Fuego



Romantic

The Strada Booster

We can't say it enough: car seat safety is of paramount importance to the team at Chicco. Brand new to market, Chicco's **KeyFit Strada Booster** seat is easy to install and use with clearly marked, wide belt paths and has one-hand height and width adjustability. With more impact absorbing EPS foam than most booster seats, the **KeyFit Strada Booster** features thickly cushioned triple-side protection for head, shoulders and hips with deep side wings to keep your child protected and make napping more comfortable.

Tips For Using a Booster Seat

A belt-positioning booster seat (BPB) is a type of child safety seat that elevates and positions children so that the vehicle lap and shoulder belt fit them properly. Children who have outgrown their convertible or forward-facing-only child safety seats but are too small to ride safely in adult safety belts should be properly restrained in these seats.

A BPB is typically recommended for children who are 4 to 12 years old. The most important factor in choosing a booster is how it fits your child. The shoulder belt should rest on the center of the shoulder and cross the middle of the chest. The lap belt should lay across the upper legs or



thighs. A BPB is NEVER used with a lap belt only.

State laws vary regarding the use of booster seats. You can check your state law at www.ghsa.org. For the best protection in a crash, a child should remain in a BPB until they fit properly in an adult safety belt without it, unless state law requires longer. The **latest research** from Children's Hospital of Philadelphia shows children who use a BPB are 45 percent less likely to be injured in a crash than those who use just a safety belt.

Chicco in the Press

The KeyFit and KeyFit 30 Infant Car Seats Rated #1

We are thrilled (but not surprised) that the Chicco **KeyFit Infant Car Seat** has again been ranked #1 in America by the leading reviews and ratings publication and remains very popular with parents because of its ease of installation – a very important consideration, as studies have shown that four out of five car seats are installed incorrectly. Whether you're installing the base with LATCH or with the seat belt, the **KeyFit's** easy-to-adjust leveling foot and **double bubble level guides** make accurate installation easy every time. Proper installation is KEY to safer travel.

Another consideration for safety is to keep your infant in the rear-facing position as long as possible – and, this year, **Chicco's KeyFit 30** joined the #1 ranking in a new category for infant car seats with a capacity greater than 22 lbs. By using this car seat, children are able to stay safer longer in the rear-facing position until they weigh 30 lbs.

Both the KeyFit and KeyFit 30 Infant Car Seats are ergonomically designed, lined with energy absorbing foam for improved side-impact protection, and have a five-point harness that pulls tight with one hand, keeping baby snug and secure.

