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**THE FIRST YEARS® PARTNERS WITH *NEW YORK TIMES* BESTSELLING  
CHILDREN'S BOOK AUTHOR AND ILLUSTRATOR  
TODD PARR TO RELEASE TWO FREE  
E-BOOKS FOR NEW AND EXPECTING PARENTS**

*Free Downloads to Benefit Children's Charities*

**OAK BROOK, IL (April 30, 2015)** — The First Years, a leading manufacturer of juvenile products for more than 60 years, is partnering with *New York Times* bestselling children's book author and illustrator Todd Parr to exclusively release two free new e-books celebrating the wild and wonderful journey of pregnancy and the first years of parenting. Known by parents across America for spreading messages of love, kindness and humor in his children's books, Parr has switched gears and written two new e-books for parents themselves to enjoy: "We're Pregnant" is now available as a free download at [thefirstyears.com/pregnant](http://thefirstyears.com/pregnant), and "We're Parents" will become available as a free download at [thefirstyears.com/parents](http://thefirstyears.com/parents) beginning June 8, 2015. Published by SupperTime Entertainment of Pacific Palisades, CA, both of Parr's new e-books for parents and parents-to-be are written in the same whimsical, simple and bright style as his bestselling children's books.

For every "We're Pregnant" e-book downloaded now through Dec. 31, 2015, The First Years will donate \$1 (up to \$10,000) to Project Night Night, a nonprofit organization that provides more than 25,000 free "night night" care packages to homeless infants, toddlers and children each year. For every "We're Parents" e-book downloaded from June 8 to Dec. 31, 2015, The First Years will donate \$1 worth of their products (up to \$10,000 ARV, including bath tubs, breast pumps, baby monitors, pacifiers and health & grooming products) to Cradles to Crayons, a nonprofit that provides essential supplies to children in need.

"The First Years is all about celebrating new parents, who often have no idea what they're getting into," said Lynne Mello, Vice President of Marketing Communications, TOMY International. "Parents across America love reading Todd Parr's bright and playful books to their young children. With the release of 'We're Pregnant' and 'We're Parents,' for the first time ever parents have the opportunity to experience Parr's humor, joy and wit in two free e-books written specifically for them as they embark on one of life's greatest journeys."

"The First Years completely understands the good, the surprising and the smelly that come along with being a new parent, and that's what provided the inspiration for my two new e-books," said Parr. "I am also especially proud that everyone who downloads 'We're Pregnant' and 'We're Parents' helps Project Night Night and Cradles to Crayons continue to do their outstanding work that makes the world a better place for children in need."

The First Years makes thoughtful, innovative and essential products that make life easier for new parents. The reason the company chose Project Night Night and Cradles to Crayons to benefit from free downloads of Parr's new e-books is because both organizations are highly respected nonprofits with a specific focus on providing essential products to babies and young children in need of assistance.

Project Night Night provides "night night" packages, free of charge, to homeless children from birth to pre-teen who need childhood essentials to feel secure, cozy, ready to learn, and significant. Each "night night" package

contains a new security blanket, an age-appropriate children's book, and a stuffed animal – all nestled inside of a new canvas tote bag. Project Night Night establishes a foundation for lasting change through the hands-on volunteer opportunities that they provide to tens of thousands of individuals each year. For more information, visit [www.projectnightnight.org](http://www.projectnightnight.org).

Cradles to Crayons was founded in 2002, with the mission of providing to children ages newborn to 12 some of the most important basics of life, free of charge. These basics include clothing, school supplies, toys, and much more; the physical goods that children need to be safe, protected from the elements and ready to learn. Cradles to Crayons partners with social service organizations to connect communities that have surplus resources (new or used items in good condition) with communities that desperately need access to those resources. For more information, visit [www.cradlestocrayons.org](http://www.cradlestocrayons.org).

Todd Parr is the author of more than 30 books for children, including the *New York Times* bestselling *The I Love You Book*, *The Earth Book* and *The Thankful Book*, as well as the upcoming *The Goodbye Book* (November 2015). His books have been published in 14 languages all over the world. He lives in Berkeley, CA with his three dogs, Pete, Tater Tot and Jerry. A complete list of Parr's books can be found at [www.toddparr.com](http://www.toddparr.com).

### **About The First Years**

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### **About TOMY International**

TOMY International ([www.tomy.com](http://www.tomy.com)) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY®, Ertl® and Battroborg™ brands as well as products for parents, infants and toddlers marketed under its The First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, Pokémon, Chuggington, Sonic the Hedgehog, Lamaze, Inside Out, Miles from Tomorrowland, The Good Dinosaur, Winnie the Pooh, Princesses, Cars, Fairies and Toy Story, and other well-known properties. TOMY International's mission is to inspire and fulfill the dreams of children and parents worldwide. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY

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