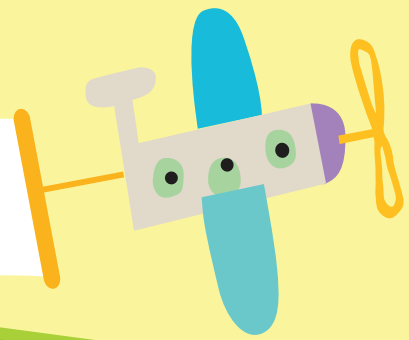




Chicconection

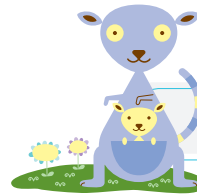


Insider news, promotions, and child safety tips brought to you from your friends at Chicco



Exclusive Giveaway: Chicco KeyFit® Caddy™

Life for moms on the go (as if there were any other kind!) just got a lot easier. Chicco is excited to introduce – and giveaway to three lucky readers – the Chicco KeyFit® Caddy™. This premium frame carrier has all the bells and whistles moms have ever wanted – and more! It's lightweight (less than 11 pounds), folds with one hand, and has a large, expandable storage basket. Best of all, our award-winning KeyFit and KeyFit 30 Infant Car Seats (sold separately) click right into place, ensuring baby is safely secured.



[Click Here to Enter](#)



We're offering our CHICCOnnection readers an exclusive chance to win this fabulous frame carrier (no purchase necessary). We'll let you know by November 1 if you're a winner. [Click here](#) for official rules.

Introducing... the Chicco® Magic™ Series

It's no secret that Chicco's products are functional and fashionable. Our products are made with yarn-dyed fabrics, anodized tubing, and spare no expense when it comes to the details. They undergo rigorous safety tests, they're intuitive and above all else, they're convenient. You might even say that Chicco's products are magical. And now, you can. Chicco is proud to introduce its Magic Series – a luxurious extension of its acclaimed gear line – with a little more emphasis on all the luxuries of being a parent. The series was born with the exclusive Polly Magic Highchair, which has been delighting parents and babies since the beginning of the year with upholstery-grade pads and its ability to accommodate the smallest of babies, even newborns! Curiosity piqued? Read more about the Cortina Magic, KeyFit 30 Magic and Lullaby Magic below.



KeyFit® 30 Magic Infant Car Seat

This premium version of our number-one-rated car seat features a functional reversible infant insert with micro-suede on one side to keep baby warm in the winter, and breathable mesh on the other to keep baby cooler in the summer. Not only is the insert great for all climates, it's now more ergonomic to provide a healthier position for baby's head. Its tailored, luxurious boot folds open while attached, giving parents full access to baby and the harness. Of course, the same great safe and convenient features, like "EPS" Energy Absorbing Foam, one-hand LATCH tightening, spring loaded leveling foot and built-in bubble levels, haven't changed.



Lullaby® Magic

How could the Lullaby Playard get any better? We wondered the same thing – and then we made the mattress bigger, accented the frame with stylish wooden inserts and updated the changing table. Now with the exclusive MagicSnap™ feature, the changer sits above the bassinet and easily snaps onto the side of the Lullaby Magic, making it safe and quick to use and store. Because we know how useful changing tables can be, we've extended the size of the Lullaby Magic changer, giving you the largest surface (and therefore the longest period of use) of any playard in its class.



Cortina® Magic

The new Cortina Magic Stroller has a stylish and lightweight anodized aluminum frame and features luxurious premium grade fabrics. It features an array of high-end components like ergonomic height-adjustable handle grips, all-wheel suspension for a smooth ride, three-position leg support, and a rotating, extended sun canopy, which flips forward to block head-on rays. The Cortina Magic Stroller has a multi-position, flat-recline seat for comfortable naps, and for snacking on the go, both parent and child have a tray with cup holders. The stroller includes an ample shopping basket that can still be accessed even when the seat is fully reclined - a real bonus for errand-running. For ease of storage, the Cortina Magic folds with one hand and locks standing with an automatic storage latch. And, the Cortina Magic Stroller is compatible with the #1-rated KeyFit/KeyFit 30 Infant Car Seat. The stroller is recommended from birth – 36 months, up to 50 pounds.



Fall Safety Tips

Whether heading to big brother's soccer game, a local farm for apple picking or to a Halloween party, October is a busy time... and another opportunity for us to share some car seat safety reminders. Our resident injury prevention and traffic safety expert, Julie Prom, has offered her expert tips to make sure your children are safe and secure.

- Buckle up everyone, every time, every trip! In a crash or emergency braking, an unbuckled passenger can be thrown into other passengers causing serious injury. Also, ensure there are no heavy, loose objects in the vehicle that can be thrown around in a crash.
- Keep children in a rear-facing safety seat until at least 2 years old. A recent study showed that children under age 2 are 75 percent less likely to die or be severely injured in a crash if they are riding rear-facing. Be sure to use a safety seat designed for the size and weight of your child.
- Never put a rear-facing safety seat in front of an active air bag.
- All children under at least 13 should ride in the back seat. The back seat is nearly 40 percent safer than the front seat.
- Never add any product (including toys and car seat covers or liners) or make any changes to a car safety seat or booster that is not approved by the manufacturer of the seat. Add-on products can interfere with the crash performance of the seat. Beware! Many manufacturers of add-on products will state they have tested them—ONLY use products approved by the car safety seat manufacturer! The safety seat manufacturer is the only one that can confirm the test results of its product.
- Never put an infant-only seat on top of a shopping cart. This makes the shopping cart top heavy. The Consumer Product Safety Commission and the American Academy of Pediatrics warn against this practice due to numerous reported injuries from carts tipping over and/or babies falling out.
- Finally, ALWAYS read and follow both the car safety seat instructions AND the vehicle owners' manual when using and installing your child's seat!



Chicco in the Press: Recent Highlights

