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Contact: Ashley Andrews
480.481.3618 x114

Bumkins Radiant New License

Baby product company announces new Pop art partnership

(Scottsdale, AZ) 6/25/09 - Bumkins Finer Baby Products gives parents and babies a reason to celebrate with its new, exciting license centered on the bright and rhythmic world of Keith Haring.

An artist whose work emphasizes diversity, tolerance, education and the accessibility of art, Keith Haring and his work are a natural fit for growing minds and the juvenile products they use. Socially conscious, intelligent and inspiring, Haring's art freely lends itself to many of the popular products already being created by Bumkins. In fact, one of Haring's most recognizable symbols, the "radiant baby," will appear widely in Bumkins new offerings.

"The bold lines and curious characters delight and surprise babies and toddlers. The imagery, when reinforced with the powerful themes and legacy of this significant artist, is a perfect visual for kids and parents alike," states Jakki Liberman, President and Founder of Bumkins Finer Baby Products.

Bumkins Finer Baby Products is proud to be the latest licensee of Haring and is excited to bring Haring designs to parents and babies nationwide. Now the youngest generation will have the ability to follow in the footsteps of fashion-forward celebrities, such as Rihanna, Katy Perry and Lady GaGa, who have all recently been spotted sporting Haring-inspired design with the Jeremy Scott for Schott Keith Haring Perfecto Jacket.

The new line of Keith Haring by Bumkins will feature bibs, layette, diaper bags, art smocks and aprons. The line will premiere at the ABC Expo in September and will be available for delivery Fall of 2009.

Born from necessity, Bumkins Finer Baby Products, based in Scottsdale, Arizona, was founded almost twenty years ago by Jakki Liberman. The innovative mom developed the All-In-One Cloth Diaper for her children as a health-based alternative to traditional diapering options. Since that initial product development, Bumkins Finer Baby Products has encouraged an eco-conscious orientation towards baby merchandising and product consumption through the manufacturing of reusable baby products. By utilizing distinctive design, unparalleled functionality, and visual appeal, Bumkins elevates green living to a stylish and attainable reality.

www.bumkins.com

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