

**FOR IMMEDIATE RELEASE**

## **First Asian Baby and Toddler Survival Kits for local parents**

*Local parenting online portal MadAboutKids.com launches Survival Kit series supported by Wyeth - infant and child nutrition expert*

**Singapore, 11 December 2009** . Starting a new journey with a new born baby is always a joy and privilege. However, this new adventure often comes with responsibilities and commitment to the growing child . from caring for the baby during the early infant year, to coping with challenges such as growth and development issues throughout the toddler years.

MadAboutKids.com, Singapore's leading online portal dedicated to helping Asian parents by providing useful and relevant information for bringing up children, is introducing the market's first Asian focus baby guide books, conceived as a comprehensive resource for local parents in caring for a newborn, through to surviving the challenges of bringing up a toddler.

The Survival Kit series consists of *Baby Survival Kit* and *Toddler Survival Kit*, providing practical and useful child caring information to parents with its easy-to-read format as well as real-life tips from other parents. This new Survival Kit series is supported by Wyeth, a market leader in infant and child nutrition innovation.

Wyeth is proud to support the launch of the Survival Kit series. The books serve as a useful guide for parents in addressing common issues of caring for an infant and coping with a toddler. We place great importance in offering the best to children, and are committed to providing complete care for growing children with baby formula for every stage of a child's growing up years, explained Mr Michael Toh, General Manager, Wyeth (Singapore) Pte Ltd.

Compiled from tips, advice and guides from local doctors, nurses, midwives and parents; the Survival Kit series addresses some of the most common issues facing every parent, new or seasoned, on caring for a child. These books are fully endorsed by the Singapore Paediatric Society.

Both *Baby Survival Kit* and *Toddler Survival Kit* is a fantastic resource to address some of the most common concerns one would face as a parent. It is a colourful and very readable guide and is especially useful to our Asian parents, as it is written specially with our local setting in mind, +said Assoc. Prof. Daniel Goh, President, Singapore Paediatric Society.

Each book is carefully crafted to meet specific needs of the Asian parent. Readers are able to find useful advice on simple procedures like baby care and feeding, managing a crying baby, sleeping problems, health and growth issues, development and learning and many more.

Parents are able to get a copy of the *Baby Survival Kit* and *Toddler Survival Kit* from 31 December 2009 till 11 February 2010 at all participating NTUC FairPrice supermarkets with purchase of Wyeth Promil Gold or Wyeth Progress Gold\*.

The *Baby Survival Kit* and *Toddler Survival Kit* books are also available at partnering hospitals . Thomson Medical Centre, Mount Alvernia Hospital and National University Hospital between 11 January and 11 February 2010 at S\$19.90 per copy.

Proceeds from the sale of the books will be channelled to selected charities supported by NTUC FairPrice and the partnering hospitals.

*\*Terms and conditions apply*

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**This release is issued on behalf of MadAboutKids.com by Sycamore Consulting.**  
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## **About MadAboutKids.com**

*MadAboutKids.com*, Singapore's leading online portal is dedicated to helping parents in their journey. We want to Make A Difference in the lives of parents and children by providing Asian parents with useful and relevant information in bringing up their kids.

Registration to be a member at *MadAboutKids.com* is currently free. Besides being able to connect-help-share-chat with one another, members can look forward to a host of benefits including regular e-newsletters, birthday treats for parents and kids as part of Delights Points, and our rewards programme.

*Mad About Kids* is an imprint of Ray Media Pte Ltd, a premier print-and-online publisher.

## **About Pfizer Singapore**

Pfizer Singapore is committed towards Working Together for a Healthier World. We apply our global resources and strive to set the standard for quality, safety and value of medicines to improve the health and well-being of Singaporeans at every stage of life. Our diversified health care portfolio includes human biologic, small molecule medicines and vaccines in Biopharmaceuticals, as well as a wide range of Nutritional and Consumer products. We also have world-class manufacturing plants for pharmaceutical ingredients and nutritional products, and a clinical research unit in Singapore.

We collaborate closely with public and private health care providers, and communities to support and expand access to reliable, affordable health care in Singapore. Every day, some one thousand colleagues throughout the country work to advance wellness and make a difference for all who rely on us.

*Wyeth is now a wholly owned subsidiary of Pfizer Inc. The merger of Wyeth Singapore and Pfizer Singapore entities may be pending in various jurisdictions and integration is subject to completion of various local legal and regulatory obligations.*