



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



The Survival Kit series: Baby Survival Kit and Toddler Survival Kit

Singapore, 7 January 2010 – 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, officially launched the market's first Asian focus baby guide books today.

The launch was officiated by Guest-of-Honour, Mr Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports; together with special guest, Assoc. Prof. Daniel Goh, President of Singapore Paediatric Society.

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.

“Parenthood is one of life's most rewarding experiences, but it is also among the toughest jobs in the world. However, with the right resources and support, parents can learn to deal with the challenges in various stages of a child's development. The launch of the Survival Kit series is highly relevant, as it offers helpful and practical advice to parents at the crucial early years of a child's growth. It provides a good foundation to new mothers and fathers in their parenthood journey,” said Mr Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports.

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, Malaysia, Brunei, Singapore, Pfizer Nutrition.

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.

The launch of the Survival Kit series will also help raise funds in aid of charitable causes with support from Wyeth, and in partnership with Mount Alvernia Hospital, National University Hospital, and NTUC FairPrice.

Proceeds from sale of the books will benefit the Assisi Hospice supported by Mount Alvernia Hospital, the Children's Aid Programme (CAP) Fund through National University Hospital, and Food from the Heart, a charitable organisation reaching out to the needy supported by NTUC FairPrice.

"We hope to demonstrate Wyeth's commitment and dedication in providing the best to children, not only through our infant and child nutrition innovation, but in reaching out to engage the community, parents especially, and contribute to notable causes at the same time," added Mr Toh.

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 Mount Alvernia Hospital and National University Hospital between 11 January and 11 February 2010 at S\$19.90 per copy.

For more information on the Survival Kit series, please log onto www.SurvivalKit.sg.

**Terms and conditions apply*

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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, 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.