

**FOR IMMEDIATE RELEASE**

Contact: Susan Rotante  
Susan@cmmpr.com  
Creative Media Marketing  
(212) 979-8884



**Bright Starts™ Announces 2011 Pink Power Super Mom**

***Mary Ann Wasil Nilan is named ambassador of the innovative children's brand's Pink Power Mom program***

**ATLANTA (January 26, 2011)** – In recognition of her strength, braveness and dedication to children – both her own and generations to come nationwide – Bright Starts™ is proud to announce Mary Ann Wasil Nilan of Milford, CT as the 2011 Pink Power Super Mom. In this role, Mary Ann will serve as the face of the Pink Power Mom program in an advertisement in a national magazine, appear on the program's website and Facebook page, and attend several of the program's breast cancer events. Mary Ann will also receive a \$20,000 donation to her breast cancer charity, The Get In Touch Foundation.

Bright Starts' Pink Power Mom program honors inspirational mothers and breast cancer survivors and names one the Pink Power Super Mom. Each year the program names eight women as Pink Power Moms, donating to a breast cancer charity of their choice and providing them with a weekend of well-deserved pampering in Atlanta that includes everything from casual outings to formal events. Each Pink Power Mom leaves with a prize package of gifts and a network of women dedicated to this shared cause. The 2010 Pink Power Mom winners were: Dolly Ashton O'Neal (Birmingham, AL); Cindi Hart (Indianapolis, IN); Hillary Sweet (Peoria, AZ); Linda Blair (Corvallis, OR); Lydia Dody (Fort Collins, CO); Mary Ann Wasil Nilan (Milford, CT); Tami Boehmer (Cincinnati, OH); and Wendy McCoolle (Eliot, ME). From this accomplished group, Bright Starts has named Mary Ann Wasil Nilan as the 2011 Pink Power Super Mom.

Diagnosed with aggressive Stage II breast cancer in 2004 at age 39, the mother of three underwent eight surgeries in only 14 months while battling the disease. During chemotherapy she suffered a stroke, requiring heart surgery to repair a hole in her left atrium. Today, she continues to display the determination and poise she showed in her fight against breast cancer in her crusade to educate young girls about the disease and arm them with the knowledge they'll need for early detection throughout their lives.

Mary Ann realized that no formal program or curriculum existed to teach young girls how to do breast self exams when she tried to teach her two teenage daughters how to do one. This led her to launch The Get In Touch Foundation, a charity dedicated to encouraging girls of all ages to “get in touch” with their bodies and learn how to recognize changes that may require medical attention. The foundation developed the “Daisy Wheel,” an interactive tool to educate girls on the importance of how to do a breast self exam. Provided at no cost to schools, health educators use the Daisy Wheel to teach girls in grades 5-12 about breast cancer detection. The Daisy Wheel is currently used in schools in 42 states and The Get In Touch Foundation aims to up that number to 50 by the end of 2011.

“We are honored to have Mary Ann serve as our 2011 Pink Power Super Mom,” said Ryan Gunnigle, President and CEO of Kids II, designer and manufacturer of the Bright Starts brand. “Her mission to educate young girls about the importance of breast self exams has paved the way for a brighter future for the next generation in the fight against breast cancer.”

Bright Starts donates a portion of proceeds from their Pretty in Pink Collection to their Pink Power Mom program. The collection of pink, adorable toys and gear includes items such as the Bounce-A-Bout™ Activity Center, Tummy Cruiser™ Prop & Play Mat, Petal and Friends™ Activity Gym and an assortment of new toy items. Bright Starts’ Pretty in Pink Collection products range from \$4.99 to \$79 and are available at leading U.S. retailers and online at [www.brightstarts.com/pink](http://www.brightstarts.com/pink) or [www.pinkpowermom.com](http://www.pinkpowermom.com).

#### **About Kids II, Inc.**

One of the world’s fastest growing infant products companies, Kids II has been reinventing baby toys and gear for 40 years and counting. Kids II designs, distributes and markets nearly 100 products under its Bright Starts™ brand name. Kids II also holds the license to design and manufacture products for Baby Einstein™. The company’s award-winning products have revolutionized the industry time and time again.

Headquartered in Atlanta, Georgia, Kids II has international affiliate operations in Australia, Canada, Europe, China, Hong Kong, Japan and Mexico. Visit [www.kidsii.com](http://www.kidsii.com)

#### **About Bright Starts™**

Bright Starts is an innovating brand of juvenile products that provides parents with smart, fresh solutions. With a growing portfolio of over 100 innovative activity centers, play gyms, bouncers, swings, playards, and toys; Bright Starts’ large selection of progressive products inspire confidence and engage curiosity. Backed by awards from numerous leading industry and consumer organizations, Bright Starts is a trusted name for cleverly-designed, quality products for young children.

Headquartered in Atlanta, Georgia, Bright Starts is the flag ship brand for Kids II, Inc., manufacturer, designer and marketer of toys and baby gear. Visit [www.brightstarts.com](http://www.brightstarts.com)

#### **About the Get In Touch Foundation**

The Get In Touch Foundation is a 501(c)(3) non-profit organization founded by Mary Ann Wasil Nilan. The foundation’s cornerstone mission is The Get In Touch Girls’ Program & Daisy Wheel© breast health initiative, teaching girls in grades 5-12 the importance of, and how to do a breast self exam - for life. They also run an online forum for women in all stages of breast cancer survivorship to connect with each other, as well as an online forum for men with women in their lives who are affected by the disease. Visit [www.getintouchfoundation.org](http://www.getintouchfoundation.org)