



PRESS INFORMATION

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BubbleBum – the portable, foldable, inflatable car booster seat!



By law, all kids under 12 who are under 135 cm must use a car seat, yet many families still find themselves without bulky booster seats on taxis, buses, coaches or on holiday, simply because they aren't able to carry them.

Derry mum of two Grainne Kelly has created a solution with her brand new, highly practical invention, the BubbleBum. This lightweight, brightly coloured, inflatable booster seat for kids aged between 4-11 easily deflates and folds away flat so that kids or parents can carry it in rucksacks or handbags, making it perfect for holidays, rental cars, taxis, coach journeys, school trips or car pooling.

Priced at just £29.99, BubbleBum is a great money saver, paying for itself within a week compared to hiring a booster seat from a car hire firm while on holiday. It is easy to inflate and is held securely in place with the seatbelt restraints ensuring that the belt is in position across the child's lap and shoulders meeting current safety regulations. The cushioned seat is also much more comfortable than the rigid ones currently on the market, so it will keep your child happy as well as safe.

Mrs Kelly commented, "I created the BubbleBum out of sheer frustration with what is currently available on the market. Modern families do a lot of travelling and bulky, heavy booster seats just aren't practical to carry around even for one child, never mind if you have two or three."

The BubbleBum conforms to ECE Regulation R44/04 for safety, for both Groups 2 and 3 and is designed for use with a standard 3 point adult seatbelt that has been approved to ECE Regulation 16 or equivalent.

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For additional information, samples or images please contact:

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