

# Savvy Mommy Features Zoobies and Awards Seal of Approval



Released on = July 26, 2007, 3:52 pm

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Industry = [Small Business](#)

Press Release Summary = **Zoobies, the 3in1 plush animal that transforms into a pillow and blankets was featured on CBS News.**



Press Release Body = **Savvy Mommy Features Zoobies and Awards Seal of Approval.**



July 20, 2007- **Victoria Pericon, founder of [www.SavvyMommy.com](http://www.SavvyMommy.com)** featured **Zoobies™** Saturday for the segment titled "**Parent Tools**" on **CBS News** in New York City. The segment featured several products that highlighted some of the latest products that makes parenting a little easier. **Zoobies™** the plush animals that transform into

pillows and blankets.

**More** **on** **Zoobies™**  
**Zoobies™** was started by two young brothers who wanted to produce something *"new, innovative; and extremely cuddly; something that would be both fun for kids and handy for parents at home and on the road"*, says **founder, JC Smoot**. The patented **Zoobies™** concept is the only plush animal concept out there that turns into both a pillow and blanket. After designing 12 animals for the brand new **2007 Safari Collection** and unveiling them at the **2007 TIA Toy Fair in New York**, they realized they were on to something big. Less than 5 months later they are in hundreds of boutique & gift shops across the country, distributing internationally, and have won three awards in addition to the **Seal of Approval from Savvy Mommy**.



**Zoobies™** U.S. office is located in Provo, Utah. The Safari Line is the first of several that will be released down the road. The wholesale price is currently \$14. They have been extremely successful with retailers like Jim Davis of Kids Center in Tucson Arizona who sold over 200 his first two months of carrying Zoobies™.

**Links for more information:**

[www.Zoobiepets.com](http://www.Zoobiepets.com)

[www.SavvyMommy.com](http://www.SavvyMommy.com)

<http://wcbstv.com/video/?id>

**Web Site = <http://www.zoobiepets.com>**

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