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CARES is the answer to safe and easy flying with young children

Child Aviation Restraint Combines Safety and Convenience Approved By Australian and New Zealand Aviation Authorities

Melbourne, Australia (September 15, 2009) - Anyone who has ever flown with a young child knows what a process packing for the day can be. First, there are the snacks, then the toys, and don't forget the wet wipes and, of course, the child's favorite teddy. The last thing parents should be concerned about when flying with toddlers is dragging a car seat through the airport or inadequate plane seating for their child.

CARES Child Aviation Restraint System takes away that worry with a convenient, lightweight device that is easy to use and easy to transport. The young child is held comfortably and securely in their seat while the travelling parent can sit back (and relax may be a bit too much to ask!).

CARES is a CASA (Australia) and CAA (NZ) approved 500 gram harness-type safety device that fits into a 15cm drawstring bag, adjusts to fit virtually all aeroplane seats, and takes one minute to install. It provides the equivalent level of safety to a car seat and is designed for children 10-20 kgs (1-4/5 years old) who are in their own plane seats.



CARES is the *only* harness-type device certified for *all* phases of flight – taxiing, take off, turbulence and landing.

Before the invention of CARES, families had the inadequate choices of either holding young children in their lap (up to 2 yrs old), an unsecure single sash aeroplane seatbelt (from 2yrs +) or lugging a bulky car seat onto the plane to ensure their little ones were secure.

Often times, the car seat wouldn't fit properly and would need to be checked planeside, leaving the child less secure than everyone else on the plane.

“We flew with both boys recently in our newly purchased CARES. We couldn't have been more pleased! We felt that they were safe, and the boys were sooo proud to be in their own seats and carrying their own harnesses on the plane with them. What a great product! Now we can concentrate our effort on our family during our travels and not on things we have to lug along with us (such as car seats).” ~Michael & Nancy, Colorado

Nine years ago CARES was invented and patented by Louise Stoll, a grandmother, who watched her 7-months pregnant daughter deboard a plane with a wriggling toddler on her hip, a nappy bag in her hands and a car seat slung over her shoulder. Stoll took one look at the situation and knew that “there had to be a better way!” It took her seven years to obtain a patent, find a partner to manufacture a prototype, and get the device approved by the Federal Aviation Administration (FAA) for all US airlines.

The pocket-or-purse-sized CARES, retailing in Australia for \$119.99, has wowed judges nationally and internationally including winning the Good Housekeeping Magazine 2008 Good Buy Award-- one of 8 winners picked from the 2000 evaluated. It has also won the Crystal Cabin Award given by the International Aviation Interiors Expo in Hamburg Germany, which recognizes innovative airplane cabin concepts. It has garnered nearly all of the top US toy and children’s product awards over the 3 years since it has been available there.

In addition to award recognition, CARES is approved for use in Australia, New Zealand, the United States, Canada, the United Kingdom, Singapore, and for use on Air Baltic, Air France, Cathay Pacific, Czech Airlines, El Al, EVA, Japan Airlines, KLM, Korean Airlines, Olympic Airlines and Swiss International Airlines.

To date, more than 42,000 CARES have been sold worldwide. The multi-award-winning child aviation seatbelt is now available in Australia and New Zealand at Little Gulliver, www.littlegulliver.com.au or call 03-9824-6770. Additional stockists are coming soon. If your favourite specialty children’s store doesn’t offer CARES, ask them why not!

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