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## FOR IMMEDIATE RELEASE

### Toys “R” Us® Canada Names BOB® Revolution® SE ‘Best New Baby Item’ for 2012

CHARLOTTE, NC (May 16, 2012) – [BOB](http://www.bobgear.com), manufacturer of strollers designed to help active parents navigate the often chaotic world of parenting, received the 2012 award for the **Best New Baby Item** at the recent Toys “R” Us Canada Spring Vendor Fair.

Store managers and directors from Babies “R” Us® locations across Canada were responsible for voting for the annual Best New Baby Item award. They reviewed products from approximately 50 vendors at the fair, selecting the **BOB Revolution SE stroller** (pictured right, MSRP: \$449) as the top product.

Designed as the only stroller adventurous and fitness-minded families need, the BOB Revolution SE boasts a swiveling front wheel for optimum maneuverability and ease of pushing. The front wheel can be locked in place for increased stability while jogging or when the terrain turns tough.

The stroller also features an easy-fold, lightweight design making it ready to stow, go or roll wherever life moves families, while the state-of-the-art suspension system ensures babies a smooth ride on the journey.

The 2012 design includes the convenient Accessory Adapter feature, which quickly secures a BOB Infant Car Seat Adapter or Snack Tray, allowing the stroller to grow with the family from infancy and beyond.

Look for BOB strollers and accessories in baby stores and sporting goods stores nationwide. BOB formed in 1994 as one of the first manufacturers of single-wheeled bicycle cargo trailers. As the founders of the company became fathers, they designed and developed the first Sport Utility Stroller in 1998. For more information, visit the website at [www.bobgear.com](http://www.bobgear.com).

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