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Bumbleride® Strollers Strides Ahead with New PR Partner, On the Horizon *Longstanding Firm Rolls Out Elite Stroller Company's Communications Program*

SAN DIEGO, CA (April 9, 2013) - [Bumbleride](http://www.bumbleride.com), manufacturer of modern, eco-friendly and high-performance strollers for both urban and active, outdoor families, has selected [On the Horizon Communications](http://www.onthehorizon.com) of Pismo Beach, California, to handle its public relations efforts.

Founded in San Diego, California in 2004, Bumbleride has earned a reputation in the highly competitive baby products industry for offering strollers that balance function, form and value.

Backed by streamlined and intuitive designs that make life easier and more

comfortable for babies and parents, Bumbleride strollers offer discerning parents a heightened design aesthetic. Bold and vibrant, its strollers feature fashion-forward color schemes and clean, modern silhouettes to turn an essential parenting tool into a must-have accessory for the modern family's active and sophisticated lifestyle.

Horizon President Holly Padove said, "As an agency dedicated to supporting a healthy planet, we are proud to help raise awareness about Bumbleride's superior strollers. Not only do they meet the needs of both the urban parents and the fitness-oriented family, but the strollers also emphasize unique, eco-friendly materials without sacrificing style. That's a story I think parents will want to hear."

Bumbleride Marketing Coordinator Ryan Willson said Horizon's social and environmental values align nicely with Bumbleride's core philosophies, adding, "Horizon is a reputable firm that has made strides within the outdoor lifestyle and baby media industries for many years. We look forward to continuing to increase our momentum in those spheres with their aid and insight."

Matthew and Emily Reichardt launched Bumbleride in 2004 when, after the birth of their first child, they were unable to find a stroller that could deliver both the high-performance and elevated-



aesthetic they desired. Now parents of three children, the Reichardts, along with a collaborative team, care about making baby mobility fun, simple and intuitive. Their informed, inspired and ergonomic designs, paired with personalized customer care, are at the core of the Bumberide experience.

For more information about Bumberide, visit www.Bumberide.com. Editors interested in more information, samples or imagery for planned articles can contact Stephanie at On the Horizon Communications: Stephanie@thepressroom.com; (805) 773-1000.

