

Dad To Be Presented “MomFirst Award” At M2Moms® – The Marketing to Moms Conference

Owlet Baby Care's Kurt Workman Honored

NEW YORK, NY, USA, September 6, 2018 /EINPresswire.com/ -- Kurt Workman, Co-Founder and CEO of Owlet Baby Care will be given the “MomFirst Award” at [M2Moms® – The Marketing to Moms Conference](http://www.m2moms.com), Oct. 2 & 3, NYC. www.m2moms.com “Nine years ago,” M2Moms® producer Nan McCann said, “we introduced The MomFirst Award which is given to a woman who started something new, when in her own role as a Mother, she saw a need and filled it, first as a Mom at home and then in the marketplace to make a difference in the lives of others.”

“In a departure from tradition, for the first time this year’s award will be given to a dad, Kurt Workman, of Owlet Baby Care, www.owletcare.com inventors of the award-winning Owlet Smart Sock Baby Monitor. Using pulse oximeter technology, this is a break-thru approach to monitoring babies while they sleep that has redefined the category. Kurt has been an advocate for infant health since starting Owlet in 2013. But it was a personal story that started everything.”

Workman explains, “The moment my wife and I decided to have kids, I was concerned about the potential of a hereditary heart condition that could impact our children. Because when my wife was an infant, she was found lifeless in her crib and was rushed to the hospital for lifesaving, open-heart surgery. Her mother’s intuition to go to the nursery saved her. I knew I didn’t want to rely on my intuition alone. With the advances in today’s technology, I believed there had to be a better way to watch over our infants while they slept. It blew my mind that we had the technology to tell me practically everything, except for what was most important to me as a parent. Is my child okay? During the last five years, I’ve dedicated my time and energy to creating a safer world for infants and a better quality of life for parents.”

“Owlet has been recognized by Forbes “Next Billion-Dollar Startup” list, Entrepreneurs “100 Brilliant companies” list and a finalist in Fast Companies “2017 World Changing Ideas Awards.” In the past year alone,” McCann continued, “The Owlet Smart Sock has been awarded by top parenting media including: BabyCenter Moms’ Pick Awards, The Bump Best of Baby Awards, Babylist Best Baby Products, and What to Expect Best Baby Awards. Owlet is currently a finalist in the Extreme Tech Challenge (XTC), the world’s largest startup competition.”



Kurt Workman, Co-Founder and CEO of Owlet Baby Care



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M2Moms® producer Nan McCann

And now, Owlet is the 9th winner of the annual award that has traditionally honored an innovative mom who has made a difference in parenting. The recipient is a loving, innovative dad whose work is helping families worldwide. Kurt lives in Lehi, Utah with his wife, two children (ages 4 and 2), with one on the way and says "Thank you so much for this opportunity. I am very honored to be the first dad to receive this award."

"McCann added, "Every year M2Moms® is attended by a comprehensive and diverse list of brands including Microsoft, Johnson & Johnson, Evenflo, IKEA, Abbott Nutritionals, GM, Allstate, Heinz, Symantec, Hasbro, BBC,

NBA, Procter & Gamble, Wyeth and Coca-Cola. M2Moms® attendance typically sells out."

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For M2Moms® information: www.m2moms.com or 860.724.2649 x13. M2Moms® is produced by PME® Enterprises LLC, 912 Silas Deane Hwy., Suite 101, Wethersfield, CT 06109

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