



## **Protect-A-Bed® Launches Potty Training Contest** *Families Encouraged to Share Proven Tips, Funny Stories and Photos*

**Chicago (Jan. 27, 2011)** – Protect-A-Bed®, a leading provider of bedding protection products, is searching for the best and proven potty training tactics. The company is hosting a contest on its Facebook page (<http://www.facebook.com/ProtectABed>) to capture and share potty training stories. Participants are encouraged to post their proven potty training tips – or blunders – for a chance to win mattress protection products.

One lucky grand prize winner will win a mattress protection prize pack for their entire household (up to four beds) along with a potty training protection kit. The grand prize winner will also be featured on Protect-A-Bed's website ([www.protectabed.com](http://www.protectabed.com)).

Twelve lucky winners (three per week through the duration of the contest) will receive potty training protection kits, a system designed to waterproof and keep a child's mattress free of stains while reducing the amount of time and embarrassment associated with bedwetting. The winners will be randomly selected each week from the pool of contest participants and will be named on Protect-A-Bed's Facebook wall.

The contest begins Jan. 26 and runs through Feb. 21, 2011 and is open to all United States residents. Three weekly winners of the potty training protection kits will be randomly selected and announced each Friday during the contest (Jan. 28 and Feb. 4, 11 and 18). The grand prize winner will be chosen by Feb. 25, 2011. Fans of Protect-A-Bed's Facebook page are able to view and "like" their favorite submissions. A jury of Protect-A-Bed judges will make the final selection of the grand prize winner based on the uniqueness of their entry.

"We know potty training is one of the most stressful things parents have to do in their lifetime," said Protect-A-Bed CEO James Bell. "We also know every family has great potty training tips and funny stories to share. We want to hear it all – including what didn't work so well for them."

Bell says the best tips will be showcased on the Facebook page to help families as they begin the potty training process. "We hope the information and encouragement will help families who are facing the challenge of potty training."

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Protect-A-Bed is based in Northbrook, Ill., a suburb of Chicago. To enter the Facebook contest, or to learn more about Protect-A-Bed and its products, visit [www.facebook.com/protectabed](http://www.facebook.com/protectabed) or [www.protectabed.com](http://www.protectabed.com).

*Protect-A-Bed® "Potty Pro Contest. NO PURCHASE NECESSARY. Open to legal residents of the 50 United States or D.C. who are 18 or older at time of entry. Void where prohibited. For Official Rules, visit [www.facebook.com/protectabed](http://www.facebook.com/protectabed). Contest begins at 12:01 AM CT on 1/26/11 and ends at 11:59:59 PM CT on 2/21/11. Sponsor: JAB Distributors LLC dba Protect-A-Bed, 3600 Woodhead Drive, Northbrook, IL 60062.*

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### **About Protect-A-Bed®**

Protect-A-Bed offers consumers a complete line of protective bedding products because every mattress needs protection. Now selling in 30 countries, the company is a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone while protecting the mattress warranty. The company developed the proprietary Miracle Membrane® and patented BugLock® with SecureSeal® three-sided zipper system. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration and have received the Good Housekeeping Seal.