

FOR IMMEDIATE RELEASE

Regal Lager Inc. to be honored at 10th Anniversary Windflower Ball in New York

Regal Lager will be recognized for their strong longtime support helping First Candle raise SIDS Awareness

KENNESAW, GEORGIA –October 10, 2008 –Regal Lager Inc, distributor of nursery and children’s products, will be one of three companies honored at the Windflower Ball, to be held on October 16, 2008 at Tribeca Rooftop in New York. The gala benefits First Candle in its mission to promote safe pregnancies and the survival of babies through the first years of life and many beyond.

Regal Lager has worked with First Candle for many years in the fight against Sudden Infant Death Syndrome (SIDS), the leading cause of death for infants one month to one year of age.

Jennie Boden, Vice President and Managing Director of First Candle and the National Crib Campaign states “We salute Bengt, Luanne and the entire Regal Lager team for their unwavering support of First Candle’s mission. From making important financial contributions which support our programs and services and providing countless, priceless introductions to key publishers and editors at our nation’s leading baby and parenting media; to serving on First Candle’s Leadership Council and encouraging ongoing partnerships between First Candle, ABC and JPMA, we consider ourselves lucky to count Regal Lager as our friend.”

Bengt Lager, president, currently serves on the board of All Baby & Child (ABC) and vice president Luanne Whiting-Lager currently serves as a board member of the Juvenile Products Manufacturers Association (JPMA). Regal Lager has partnered with StrollerFit, and provides continuous support to Kids in Distressed Situations (K.I.D.S), as well as to First Candle.

“We are so proud to set the example in lending a helping hand to worthy causes in our industry,” says Luanne. First Candle has been dedicated to eradicating SIDS and we are committed to do our absolute best in helping First Candle to achieve this admirable goal.”

For more information on SIDS and First Candle’s mission, please visit: www.firstcandle.org.

About Regal Lager

Regal Lager is a distributor of high quality baby and children's products to the United States and Canada. Our mission is to “Build our Brands” through excellent customer care, quick distribution to quality retailers, catalogs, select websites, and by national advertising in the most informative magazines for expecting and new parents.

Exclusive Distributor • 1100 Cobb Place Blvd. • Kennesaw, Georgia 30144 • www.regallager.com





Windflower Ball

Backrow: Luanne Whiting-Lager, Marian Sokol, Bengt Lager, Deborah Boyd
Frontrow: Jennie Boden, Elisabeth Bergoo

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