

Backseat Wally Takes the Stress Out of Driving With Kids

Stop backseat bickering before it starts and reduce driver distraction. Wallyhoo, Inc. is proud to announce the release of Backseat Wally™, a secure padded barrier that provides physical and visual separation between young passengers during car rides.

Rochester, NY ([PRWEB](#)) January 05, 2016 -- Wallyhoo, Inc. is proud to announce the release of Backseat Wally™, a secure padded barrier that provides physical and visual separation between young passengers during car rides. This patented, first-of-its-kind product offers a solution for the growing epidemic of distracted driving.

[Researchers at Monash University](#) have found that during a 16-minute car trip, parents spend about 20% of their time attending to children in the back seat instead of watching the road, and that children are 12 times more distracting to a driver than talking on a cell phone. When there's conflict between these young passengers, the situation worsens.

Company co-founders Scott Cahall and Bob Kiesow explain they developed Backseat Wally to help parents of young children cope with a difficult situation that happens every day. As fathers who have been there, they saw the need for a simple, immediate solution that reduces driver distraction and makes car rides less stressful for everyone.

ABOUT BACKSEAT WALLY:

- Fast and secure installation in the center rear seat using only existing safety belt. No tools or additional parts required.
- Dense foam cushion is exceptionally strong but very light, so it can be moved in and out of the car easily, while a non-slip, rubberized fabric at key contact points gives Backseat Wally a firm hold on both the seat and the safety belt.
- Available in six stylish colors to complement the interior of any vehicle and made of premium stain-resistant fabric that is easily cleaned.
- Universal design works with sedans, SUVs, wagons, etc.
- Convenient storage pockets for both kids.

Backseat Wally is proudly made in the USA. As part of the company's commitment to healthy families, a portion of each sale will support Golisano Children's Hospital.

ABOUT THE COMPANY:

Wallyhoo is a product development company that helps busy families overcome everyday challenges. Our flagship product, Backseat Wally, addresses the growing epidemic of distracted driving.

PRESS:

For more information, visit www.backseatwally.com, call 585-490-8878, or e-mail scott (at) backseatwally (dot) com. High-resolution images are available at <http://www.flickr.com/photos/backseatwally>

DISTRACTED DRIVING RESOURCES:

Distracted driving in any form is serious business. For more about this dangerous and growing trend, visit Backseat Wally's Distracted Driving resource page: <http://backseatwally.com/pages/distracted-driving>



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Online Web 2.0 Version

You can read the online version of this press release [here](#).