

No More Bobbing Heads While Travel Napping: NoBob Offers the Safest, Most Comfortable Head Support Available Today in Both Child-friendly and Adult Versions

Launching on Kickstarter during April's National Distracted Driving Awareness Month, the NoBob for Children keeps kids comfortable while napping on trips so their parents can focus on driving safely.

Chicago, IL ([PRWEB](#)) April 18, 2016 -- [NoBob](#), the ingenious way for kids to nap comfortably during travel so parents can maintain their attention on the road while driving, today unveiled its creative crowdfunding campaign [on Kickstarter](#)

[NoBob](#) was created by a mother who was tired of watching her daughter fall asleep in the backseat of the car and then have her head start bobbing. Frustrated by watching her slumped over, and trying to dangerously adjust it while driving, the idea of NoBob was born.

“I would look back at her and it pained me to see her slumped over like that. I felt bad for her. I am sure many moms and dads have had the same experience,” said [NoBob](#) creator Didi Friedman. “I don't know how many times I tried to push her head back up, and it was during one of those moments that it occurred to me that this was a major distraction while driving and that of course made the situation dangerous for both of us.” (Note: The federal government, local law enforcement and transportation safety advocates agree that distracted drivers represent the No. 1 cause of car accidents in the U.S. today.)

After numerous designs, prototypes and testing, [NoBob's Kickstarter campaign](#) will help bring this incredible product to market.

Originally created for kids, NoBob was designed for young children to love like any other favorite stuffed animal. Irresistible, soft and adorable, kids look forward to getting in the car and wearing it on their head. To make it even more fun and comfortable, a matching travel pillow was added. Worn together, the NoBob and travel pillow present the appearance of an adorable animal buddy embracing kids with a cuddly hug.

Its patent-pending design ensures a universal fit with any car seat or booster with a back. For parents it's easy to install, adjust and safe to use, allowing children to sleep comfortably in the car, while their parents can focus on the road. Designed to stay on a child's forehead while sleeping, it also prevents them from pulling it over their neck while awake.

“I needed to know the NoBob was safe to use in the car,” said Ms. Friedman. “So once I had my final prototypes, I had them tested for safety at a government-certified crash test facility. I'm so happy to say they passed the tests with flying colors.”

In response to overwhelming input from supporters of the NoBob for Children asking for an adult version, the NoBobAir was created. Its patent-pending design will work with most types of airline seats. With the NoBobAir, gone are the days of fitful sleep during air travel.

[NoBob](#) is available for pre-order on Kickstarter with special heavily discounted early bird pricing. For more



information, please visit: <https://www.kickstarter.com/projects/60596854/nobob-the-best-head-support-for-comfortable-travel>

About NoBob

[NoBob](#) was founded by a mother in Chicago who is reinventing the way children and adults nap while traveling. It focuses on ending the constant bobbing associated with sleeping in a sitting position. Patent Pending, NoBob for Children is designed to universally fit on any front facing child car seat or booster with a back. With an easy to install design, it is irresistible and comfortable for children, and keeps parents focused on the road instead of worrying about their children's bobbing. NoBob for children inspired the NoBob for adults, when its founders, bobbing on an airplane felt wanting for a NoBob to help them sleep. The Patent Pending product is designed to work with most airplane seats, even those with TV's installed in the back of headrests. With NoBob there's no more bobbing.



Contact Information

Scott Ledingham

PRmediaNow

<http://prmedianow.com/>

+1 (613) 806-7135

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