

Countless Heads Nodding for the Ingenious Way to Stop Kids Heads from Bobbing While Travel Napping, NoBob Blasts Past Kickstarter Goal

NoBob, the safest, most comfortable, child-friendly head support takes off in popularity eclipsing its \$20,000 goal. Now at over \$26k and counting, less than one week remains for discounted early bird pricing for this brilliant way to keep kids napping in the backseat so parents can focus on the road without distraction.

Chicago ([PRWEB](#)) June 10, 2016 -- [NoBob](#), the perfect solution for kids to nap comfortably while in a car seat has become a top pick for parents surpassing the 120% funded mark with a week left in its popular crowdfunding campaign [on Kickstarter](#).

For the creator of NoBob, having so many backers believe in a product is very gratifying. Didi Friedman created NoBob after watching her daughter fall asleep in the backseat, and becoming distracted by the way her head bobbed as she napped – she knew there had to be a better way.

“Who would have imagined that the frustration, worry and distraction of my child's constant head bobbing would lead to creating my own company,” said NoBob creator Didi Friedman. “Having so many other moms and dads realize my idea is also a perfect solution for them is extremely satisfying.”

Now those drivers can make sure their attention is solely on the road, eliminating a major distraction for drivers with small children. 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.

It took years of planning and numerous designs, prototypes and testing to get NoBob to this point. Thanks to the successful Kickstarter campaign, this incredible product will soon come to market.

NoBob is designed for young children to love like a favorite stuffed animal. Irresistible, soft and adorable, kids look forward to putting it on in the car. 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. And, for parents it's easy to install, adjust and safe to use, allowing children to sleep comfortably in the car, while the adults focus on the road.

Safety is of the utmost importance for NoBob and the patent-pending prototypes passed with flying colors at a NHTSA selected Compliance Lab. Additional features include:

- A universal fit with any car seat or booster with a back
- Designed to stay on the child's forehead while sleeping and prevent them from pulling it over their neck while awake
- Does not alter the car seat in any way
- During Crash Testing did not negatively impact the seat or the child

NoBob is available for pre-order on Kickstarter until June 16, 2016 with special heavily discounted early bird pricing. For more information, please visit: [NoBob Kickstarter](#)

About NoBob



NoBob was founded by a mother in Chicago who is reinventing the way children 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. With NoBob there's no more bobbing.



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