



# Press Release

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## **FOR IMMEDIATE RELEASE**

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FIBERLINKS TEXTILES Inc. launches **Janey Baby by Jane Goodall™** at ABC Kids Expo in Las Vegas, October 10 – 13.

The Jane Goodall Institute—founded by world renowned primatologist and UN Messenger of Peace Dr. Jane Goodall, DBE—is collaborating with Fiberlinks Textiles on a new suite of organic cotton and all-natural crib bedding and accessories. Proceeds from the products, branded **Janey Baby by Jane Goodall™**, will support the Institute.

Fiberlinks Textiles, Inc. has spent the last four years positioning itself as a qualified organic cotton supplier to the juvenile industry. All components of processing, from seed to finished product, follow a clearly defined set of standards established by Organic Exchange, a nonprofit defining authenticity in organic cotton. All **Janey Baby by Jane Goodall™** products from Fiberlinks Textiles are certified OE100 organic by Control Union Certificates, a third-party auditing organization. The standard, audit and certification assure both retailers and consumers of the extra measures taken to verify authenticity with **Janey Baby by Jane Goodall™** products.

**Janey Baby by Jane Goodall™** includes a crib mattress pad, sheets, receiving blankets, bibs and contoured changing-table covers. The products feature whimsical drawings of endangered species discussed in Dr. Goodall's book *Hope for Animals and Their World*. The drawings were created by award-winning illustrator Patrick McDonnell as a donation to the Institute.

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research on chimpanzee behavior—research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall's Roots & Shoots, the global environmental and humanitarian youth program, which has groups in more than 120 countries.

Proceeds from each sale of the **Janey Baby by Jane Goodall™** crib bedding and accessories benefit the Institute and its programs, including Roots & Shoots.

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“We should all feel good about purchasing eco-friendly products that meet our immediate needs as well as help our planet on a more global basis,” remarked Frank Dres, president and co-founder of Fiberlinks Textiles. “That is why our support of the Jane Goodall Institute – and our introduction of **Janey Baby by Jane Goodall™** for infants and their parents – is so exciting for us,” he said.

Market introduction of this new and refreshing organic line will be at the ABC Kids Expo – October 10 – 13 in Las Vegas, booth # 1827. For appointments, please contact Derek Paterson at 1.877.694.9440 ext 2220 or by e-mail at [dpaterson@fiberlinkstextiles.com](mailto:dpaterson@fiberlinkstextiles.com). If you are not planning on attending the show, please be sure to contact us for more information on how you can become an authorized **Janey Baby by Jane Goodall™** retailer for Fiberlinks Textiles products.

For more information about the Jane Goodall Institute, please visit [www.janegoodall.org](http://www.janegoodall.org).

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