

carFoldio

mifold
The grab-and-go booster seat

mifold® announces International Taxi and Ride Sharing Program

The new program will provide safety to children globally by using the innovative booster seat.

United States – December 14, 2016 – **mifold® Grab-and-Go™** booster seat, the most advanced, compact, and portable child car safety seat in the world, has announced their Taxi and Ride Sharing Program. The program will partner **mifold** with taxi and ride sharing services around the world, filling the significant safety gap for child passengers riding without booster seats.

“We are excited to be working on this campaign,” said Jon Sumroy, creator of **mifold**. “Car safety is important to us and we wanted to make sure kids everywhere had access to the correct car seat. It’s critical to ensure children’s safety wherever they go, and unfortunately, it’s in these kinds of services where safety for children are most lax. Often, child seats aren’t available, leaving kids vulnerable if there is an accident.”

In November, the program partnered with its first company, Grab. As the leading Southeast Asia ride-hailing service, Grab wanted to provide safer options for children. Within this month, 500 drivers with GrabFamily vehicles had a **mifold** booster seat available, along with a child seat checklist to ensure proper installation and use.

The Taxi and Ride Sharing Program is dedicated to revolutionizing the way families travel, with safety as the priority. **mifold** fills a need in taxi services where children are most often without a car seat and at high risk for injury. More than 10x smaller than a regular booster seat and just as safe, the **mifold** portability and light weight allows for easy storage and uses minimal space. Even whilst being so small, **mifold** is just as safe as traditional booster seats, and has gone through extensive testing and it complies with safety regulations. The patented design takes the seat belt off the stomach and neck, making it comfortable while maximizing safety.

“I thought if I could design a booster that was really small and really tough, that could easily be taken everywhere,” Sumroy said, “then our children would always be safe, no matter whose care they’re in. And we’ve done it.”

The groundbreaking idea raised more than \$2.5 million through a successful crowdfunding campaign, and has delivered more than 120,000 **mifold** seats. People from over 135 countries participated in the campaign, adding up to over 30,000 backers. **mifold** recently launched in several major U.S.

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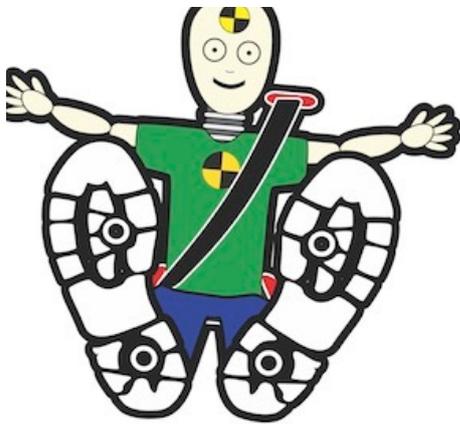
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retailers and has signed exclusive distribution agreements with 23 countries worldwide.

About mifold

mifold's groundbreaking Grab-and-Go Booster Seat offers extreme portability with its compact size. Created by Jon Sumroy, a father of four, **mifold** offers a safer and more portable booster seat solution. To see how mifold works, check out the [YouTube Channel](#) and the new mifold film: <https://youtu.be/sAg2gfx93Ro>

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