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## **SHOW AMERICA WHAT THE FIRST YEARS OF PARENTING ARE REALLY ALL ABOUT AND TURN YOUR UNIQUE CAST OF CHARACTERS INTO STARS!**

*Young Families Nationwide Can Enter The First Years Welcome to The Family Video Series Contest for a Shot at Becoming the Stars of a New Online Reality Series, Plus the Chance to Score \$7,500+ in Prizes*

**OAK BROOK, IL (February 1, 2015)** — The First Years, a leading manufacturer of juvenile products for more than 60 years, is a brand that embraces an honest view of parenting – babies don't come with an instruction manual, and there is no such thing as a perfect parent. To celebrate the real journey of parenthood, The First Years is looking for a cast of characters from a wide variety of backgrounds to star in their "Welcome to The Family" (or WTF!) online reality series. Families from across the country who are expecting or have recently welcomed a baby can enter *The First Years Welcome to The Family Video Series* contest for their chance to win a starring role, plus awesome prizes including an iPad Air 2, \$2,000 worth of baby products and a \$5,000 savings bond. Casting for *The First Years Welcome to The Family Video Series* contest kicks off **Sunday, February 1, 2015** at [family.thefirstyears.com](http://family.thefirstyears.com).

"The First Years totally gets what the first years of life are *really* like, which is far from picture-perfect," said Willie Wilkov, Chief Marketing Officer, TOMY International. "Our video contest is all about documenting the joy, laughter and unpredictable moments that quite often become the most memorable ones. We're celebrating real families and the individual experiences that make their parenting journey all their own."

New parents (with children ages newborn to 20 months) and parents who are expecting a new arrival before June 1, 2015 are invited to enter the contest beginning February 1, 2015 at [family.thefirstyears.com](http://family.thefirstyears.com) by submitting:

1. **A Story:** In 100 words or less, parents will be asked to describe what makes their new family totally unique by giving an up-close-and-personal look at the parenting journey their family is taking. The more individual their story is, the better!
2. **A Video:** Parents will be asked to share a 30- to 60-second video that shows what parenting moments are really like in their home – the good, the bad and the "I-can't-believe-that-happened" moments. Think reality TV, only actually real – no holds barred!

More details will become available February 1, 2015 at [family.thefirstyears.com](http://family.thefirstyears.com). Then it'll be time to bust out the smartphone and start filming, because the deadline for entering *The First Years Welcome to The Family Video Series* contest is **Sunday, March 1, 2015**.

### **How to Become *The First Years Welcome to The Family Video Series* Online Reality Stars!**

All entries will be narrowed down to a field of up to 20 finalists, selected by a panel of judges looking for entries that best fit the story and video criteria in the Official Rules for *The First Years Welcome to The Family Video Series* contest. Once the finalists are selected, it's up to the general public to help choose up to five grand prize winners, following the criteria in the Official Rules. America can vote daily from March 12, 2015 to March 20, 2015, and everyone who votes will automatically be entered for the chance to score a \$100 gift card!

Families chosen as the grand prize winners will each receive **\$2,000 worth of baby products**, plus an **Apple iPad Air 2** to capture video of everything from the tiniest moments to the major milestones in their household. Each week for 12 weeks, these winning families will send 5 to 10 minutes of video footage to The First Years professional video editor. He'll work his magic by using their actual footage to weave together a story of what life is really like during those wild, wonderful first years of parenting. Each winning family that completes this 12 week project will also earn a **\$5,000 savings bond** for their child!

Here's a quick timeline for *The First Years Welcome to The Family Video Series* contest:

February 1 to March 1, 2015: Families submit stories and videos on [family.thefirstyears.com](http://family.thefirstyears.com)

March 2 to March 11: Videos are evaluated by The First Years judging panel

March 12: Finalists are publicly announced

March 12 to March 20: The public votes to help select up to 5 grand prize winners

On or around April 7: *The First Years Welcome to The Family Video Series* winners are announced!

June to August: Each winning family's story comes to life on [The First Years YouTube channel](#), in a new weekly online reality series!

For detailed information on how to enter *The First Years Welcome to The Family Video Series* contest, including specific video instructions, an official entry form and the official contest rules, go to [family.thefirstyears.com](http://family.thefirstyears.com) beginning February 1, 2015. No purchase necessary. A purchase will not improve your chances of winning. Void where prohibited or regulated.

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### **About The First Years**

Visit [thefirstyears.com](http://thefirstyears.com) for more information

Watch The First Years videos on YouTube - <https://www.youtube.com/user/TheFirstYearsBrand>

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Follow The First Years on Instagram - <http://instagram.com/thefirstyearsbrand>

Sign up for The First Years Newsletter - <http://thefirstyears.com/register>

**About TOMY International**

TOMY International ([www.tomy.com](http://www.tomy.com)) is a leading global designer, producer and marketer of innovative, high-quality toys sold to children and adults under the TOMY®, Ertl®, and Battrborg™ brands as well as products for parents, infants and toddlers under The First Years®, Lamaze, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular and classic licensed properties such as John Deere, Pokémon, Chuggington, Sonic the Hedgehog, Dinosaur Train, Winnie the Pooh, Princesses, Cars, Fairies and Toy Story, and other well-known properties. TOMY International's mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY 2015. All Rights Reserved.