



Media Kit

Contact

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Background

A stylish way to protect your baby from the elements, the CityShade is a must-have stroller accessory. The CityShade provides babies with protection from sun, wind and even germs while allowing parents easy access. The CityShade can be closed tightly in windy weather or partially opened for visibility. In an array of colors that complement all high-end stroller brands, the CityShade puts an end to the need for clumsy parasols and plastic shields.

The CityShade is made in the USA and is available in 100% Organic cotton canvas.

The CityShade easily attaches to the stroller hood with Velcro and folds to the size of a CD for easy storage.

Availability

The CityShade is available online and at retailers in the US and Canada.

Why: Sun Facts

- With the right precautions, you can greatly reduce your child's chance of developing skin cancer.
- Most children accumulate between 50% and 80% of their lifetime sun exposure before age 18.
- Infants have thinner skin and underdeveloped melanin causing skin to burn more easily than that of older kids.
- The American Academy of Pediatrics (AAP), the Skin Cancer Foundation, and the American Academy of Dermatology (AAD) all recommend waiting to apply sunscreen until baby is 6 months old.
- Sunscreen should not be applied to babies under 6 months of age because chemicals are likely to be absorbed more quickly through the skin of babies than in children or adults.
- Unprotected newborn skin must absolutely be kept out of the sun whenever possible.
- Babies with these high risk factors should take extra care in the sun:

- moles on their skin (or whose parents have a tendency to develop moles)
- very fair skin and hair
- a family history of skin cancer, including melanoma

Who

Micaéla Birmingham is the mother of two children, inventor of the CityShade (www.cityshade.com) and founder of CityMum. Inspired by her mother who had a fondness for prams, Micaela grew up to become a stroller aficionado. With a background in urban design, Micaela started CityMum and its signature product the CityShade. The goal at CityMum is to provide modern and functional accessories for parents who know that it is ok to bring some style to the playground. The CityShade provides parents with a stylish way to shield babies from sun, wind and germs. Visit CityMum online at www.citymum.com to see the full array of colors and new organic fabric options. CityMum is based in New York City. All products are made in the USA by fairly paid employees.

About Us: The CityMum Story

Micaéla Birmingham admits to having a stroller fetish since childhood, which started when her mother bought her a mini pram for a favorite doll. As an adult, even before kids were in the picture, she would stop to ask mothers and nannies how they liked their strollers. When her first daughter was a newborn, she proudly stepped out with her expensive new stroller for the debut walk to the park but quickly came to realize that the stroller had a major design flaw – the sun was shining directly into the baby’s eyes. She struggled to drape a sweater over the bassinet but it kept falling off all the way to the park. So, that night, she stayed up until 3am inventing the solution - the CityShade!

Her experiment worked nicely and a friend suggested that she sell the product. As an accomplished, award-winning urban planner who has taught at Columbia University, Micaela at first ignored the idea of starting a business. But while off work during maternity leave, other parents started to stop her to ask where they could buy a shade, which convinced her to start CityMum. Now there are mums as far away as Dubai and London using the CityShade.

Testimonials

Celebrity mum Kelly Rutherford, star of [Gossip Girl](#) and [Melrose Place](#), loves the CityShade and has this to say:

"The CityShade is a must-have for new moms. It protects your baby from too much sun or wind and also blocks out a lot of the city noise... especially at naptime!! The CityShade is a chic new accessory for my Bugaboo bassinet."

Questions and Answers with CityMum:

What made you decide to start your business - CityMum to market modern baby accessories?

- Stroller fetish, inspired by mom
- Other sunshades on market not well-designed
- Mothers on the street began asking where they could get a shade like mine
- Wanted to maintain a neat, modern aesthetic

How did you invent the CityShade?

- First walk to the park needed to cover stroller with a sweater
- Stayed up late that night determined to find a solution
- The CityShade was born

Why is sun-protection essential for newborn babies?

- Babies under 6mos are too young to wear sunscreen
- Infants have thinner skin and underdeveloped melanin making them very susceptible to burns
- We receive 50-80% of lifetime sun exposure during childhood

Besides sun-protection, what are the other benefits of the CityShade?

- Protects against wind and cold
- Shields newborns from germs in crowded areas (i.e. on NYC subway)
- Creates privacy i.e.) during cold and flu season when strangers all want to touch your baby.
- Cuts out distractions during naptime
- Protects from reflected UV rays from both snow and water

What stroller brands are compatible with the CityShade?

- Bugaboo Cameleon/Frog
- Peg-Perego Skate/Switch
- UPPAbaby Vista
- iCandy (all models)
- Stokke Xplory,,
- Quinny Zapp 4,
- Peg-Perego: Skate, Switch, Pliko P3
- I'Coo Pacific
- Mountain Buggy (urban/terrain carrycot)

What's next for CityMum?

- A hot new sleep solution for toddlers.
- A line of chic hair accessories for girls.
- New CityShade designs for a variety of stroller models.