

## **Pre-Emmy Event Promises The Arrival Of Award Winning Toy, The Nightmare Nibbler!**

*The Nightmare Nibbler, a cuddly plush toy, is quickly becoming one of the most in-demand nightmare management tools. At a pre-Emmy event, the children of celebrities will have the opportunity to cherish their very own Nightmare Nibbler.*

### **FOR IMMEDIATE RELEASE:**

*Date: August 25<sup>th</sup>, 2011.*

The Nightmare Nibbler is a cuddly plush toy designed to comfort children who suffer from frequent nightmares. The Nightmare Nibbler has been personally selected to participate in an official pre-Emmy event held on September 16<sup>th</sup> and 17<sup>th</sup> at the Intercontinental Hotel in Los Angeles, California. The exclusive event is a celebrity gifting suite called The Boom Boom Room. Past events have been attended by Leah Remini, Halle Berry, Brooke Shields, Denise Richards and Tori Spelling. Not only are the invite-only products at The Boom Boom Room events cherished by celebrities and their kids, products featured at these events have been showcased on E! News, Entertainment Tonight and VH1's Fabulous Life of Celebrity Kids.

The Nightmare Nibbler was created out of necessity by a very clever mom and launched in 2010. Susan Smith's son suffered from frequent nightmares. The problem of nightmares in children isn't uncommon. Through Smith's research, Susan discovered a startling fact. According to the American Academy of Family Physicians, one out of every four children will have nightmares more than once a week. As a result, Susan Smith created a nightmare management tool that appealed to children while helping parents get more sleep!

The Nightmare Nibbler Nation (N3) is where the Nightmare Nibblers are born. Susan Smith's Nightmare Nibblers appeal to children because the products are backed by the power of imagination. The N3 invites children to believe in a magical place where nightmares and scary things don't stand a chance. The story goes that Nightmare Nibblers have an appetite for all things scary and are sent to each child to stand guard during the night – eating up nightmares and other worrisome things, like monsters under the bed! The emotional comfort these tiny, yet powerful, Nightmare Nibblers offer to each child is unique, effective, and extremely affordable. In addition, the Nightmare Nibbler picture book will be available this holiday season.

*“Each Nightmare Nibbler's hang tag has a rhyming poem that is ideal for nighttime rituals. Parents are encouraged to read the story to their child right before bed. Parents with children suffering from bad dreams, or even those parents wanting to prevent them, will find my products are a perfect match.”* said Susan Smith. *“Plus, the Nibblers are endearing to children with emotional issues or those diagnosed with serious illnesses. I gave the first ever Nightmare Nibbler character, named Norbert, to a child who was battling cancer. After receiving a letter from his mom describing how Norbert offered overwhelming comfort to her son, I decided to start The Nightmare Nibbler Project.”*

Nightmare Nibblers are available for purchase directly on [NightmareNibbler.com](http://NightmareNibbler.com) and at select retailers. Currently, Norbert the Nightmare Nibbler sells for \$24.95, stands twelve inches tall, and is CPSIA compliant. The Nightmare Nibbler is also a Kidlutions Preferred Product Award winning plush toy. Other Nightmare Nibbler characters and products are on the horizon.

For more information on the Nightmare Nibbler, Susan Smith or The Nightmare Nibbler Project, please request an EPK by utilizing the contact information.

Susan Smith    [info@nightmarenibbler.com](mailto:info@nightmarenibbler.com)    519.657.5955