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Dear (Editor),

I am confident your readers, especially today's on-the-go parents, or grandparents looking for that perfect gift for their grandbabies, will appreciate learning about the new iLatch product designed specifically for tech-savvy parents whose children are growing up as app-centric as they are.

Produced by Grizas, a company founded by Laura Graham who is a mom with a passion for Apple® products, a need, and a vision to make it happen, the iLatch is an innovative iPad case designed specifically to allow children to watch their shows on the go – free of sticky fingers, spilled drinks and toddler tantrums. Equipped with a unique set of clips, one of iLatch's greatest features allows this perfect iPad® travel accessory to be moved from place to place with one hand. It's also a must for children's play dates, mom's coffee time with friends and more, as by hanging the iPad® it allows it to be shared and viewed by multiple children.

The cases are designed with future technology in mind, so that they do not become obsolete with the next generation Apple® product, and they are designed to grow with all children through the school-age years. And, because Laura understands all too well the hectic life of a mom, her products provide flexibility, additional functions (like a mesh pocket to hold accessories) and style to any stroller, play yard, headrest or cabinet.

Uppgrader.com wrote, "The iLatch is maybe the first iPad case specifically designed to entertain the little ones without putting the tablet in mortal danger;" and among many other accolades, the iLatch is a recent winner of a Cribbie Award for "new arrival" in the Play Category.

(<http://www.cribbieawards.com/winners2012/newarrival/category/play>)

Grizas is the only company to develop iOS products for kids and families. I would be happy to send you a sample so you can credibly prove to your readers that this is in fact a must-have product for today's modern family. Please take a moment to view the iLatch in use at <http://vimeo.com/41750503> and learn other great ways the iLatch will become a must-have product for families.

I appreciate your time and consideration for what Grizas has to offer. If you are interested in learning more, please email Michele@CommElements.com or call me at (615) 516-2771.