



## **Morph Pillow Successfully Funds Kickstarter Campaign and Ready to Launch**

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Morph Pillow, a Provo Utah company founded by Brian Parker, successfully funded a kickstart campaign to create an innovative and compact travel pillow. Named for the Greek god Morpheus who came to be known as the god of Dreams and Sleep, the pillow will initially be launched exclusively in the Amazon marketplace.

The Kickstarter Campaign ran from December 8, 2015 through January 7th 2016 with a goal of raising \$20,000. The campaign was very popular and was funded at 111% raising a total of \$22,286. Over 530 people backed the campaign and orders came in from 24 different countries. Clearly, sleep is a universal desire, Parker says. The average pledge amount was \$41.89. Parker used the money to perfect the pillow and start production on the first major order.

The Morph travel pillow is mostly round in shape and made of memory foam. It has a flat top and bottom for added versatility. The case is a soft fleece which has a zipper covered by a flap. The case can be removed and is machine washable.

Brian Parker invented the pillow during finals week as a student at Brigham Young University. He said,

?Maybe it was being sleep deprived, but I felt like the God of Sleep, Morpheus, had smiled upon me and told me how to perfect the travel pillow.? Quick power naps at the library had been impossible for him throughout his college career, until he came up with the idea of a small nearly round ball that could support the neck and head from a myriad of different positions.

He said he came up with the design by studying the benefits of other pillows such as neck and head support and then trying various designs that would accomplish this without the bulk and awkward shapes of other models. The circle with memory foam accomplished all his goals while still being lightweight and compact. When compressed, the pillow in its case is about the size of a pair of rolled up socks.

He shared his idea with his friends and family and the Kickstarter campaign was born. ?I knew we had a great project, I just needed a way to get the word out and find the startup capital. Kickstarter was the perfect platform and I was thrilled when we hit our goal and even more excited when we surpassed it.?

The pillow will be available in November of 2016 and sold exclusively online initially. Parker said he chose the Amazon marketplace because of their ease of use and excellent customer service. To learn more about the Morph pillow, visit their website at [morphpillow.com](http://morphpillow.com).

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For more information about Morph Pillow, contact the company here: Morph Pillow Brian Parker  
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## **Morph Pillow**

*Brian Parker founded Morph pillow while in college and longing for the perfect nap during finals week. His mission was to revolutionize the travel pillow industry. With an ingenious design and a very successful Kickstarter campaign, Morph pillow was born.*

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