Shark Tank Favorite Under New Management, Ava the Elephant Brings Awareness and Modeling Opportunity to Child with Down Syndrome

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Tiffany Krumins, an entrepreneur who appeared on the pilot episode of ABC?s Shark Tank, recently signed a new management deal for her product, Ava the Elephant, a singing children?s medicine dispenser.

?I am thrilled to be working with Better Family Inc. Their vision for the future of better parenting products aligns with mine,? said Tiffany.

As part of the management deal, a re-branding was in order. Better Family Inc organized a commercial shoot in Orlando, Florida the week of March 8th. One of the children cast for the role was Jacob Clemons, son of Stephanie and Rick Clemons. Jacob has Down syndrome and reminded Tiffany of Gibby Durden, the little boy who inspired the product over 10 years ago.

After seeing Jacob?s love for the product, Tiffany felt confident that they had not just found a great ?actor? for their commercial, but the perfect cover model for Ava the Elephant?s new package. She approached Better Family Inc?s founder, Carman Cook-Campbell, with the idea of using a shot of Jacob with Ava the Elephant on their brand new packaging. Carman agreed that he was the perfect pick.

Tiffany called Jacob?s parents to surprise them with the news and the video she captured of their response is a tear-jerker. The timing could not have been more perfect, as March 21st is World Down Syndrome Day.

?At Better Family Inc we are passionate about inclusion and we are honored to have Jacob on Ava the Elephant?s new packaging,? said Carman. ?Tiffany?s love for the community she champions is contagious, and we are proud to support her vision. The founder of Drop it Baby, JoyLynn Waganer, is a licensed clinical social worker and licensed behavior analyst who is also driven to raise awareness and support the disability

community. Bringing these two passionate founders together as part of our brand is very exciting and enhances the existing efforts we have made to support this community.?

To watch the progress on new packaging featuring Jacob and the re-release of Ava the Elephant, follow them on social media. Check out all of the Better Family products by visiting their website at BetterFamilyInc.com.
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Better Family Inc

Better Family sells patented baby products that make the lives of parents and babies easier while on the go or working from home. Swabbies, Drop It Baby, The Beebo, and Ava the Elephant enhance and improve parents' time spent with their children.

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