



Parenting Experts Reflect on How Much has Changed--or Not--as America Welcomes No. 300 Million

The milestone birth of the 300 millionth American has some parenting experts stopping to compare today's moms and dads with those of yesteryear. And while trendy postmodern parenting embraces old, sometimes ancient methods and techniques, the tools have no doubt matured with manufacturers catering to our fast-paced society that longs for increasing simplicity and convenience.

Medford, OR ([PRWEB](#)) October 16, 2006 -- Hoopla over the arrival of a 21st century landmark has eager photographers, reporters and soon-to-be parent's alike keeping a watchful eye on tummies and timers as the US Census Bureau's Population Clock nears 300 million. Yet for some, it's not so much the birth of this new American, expected any day now, as it is the milestone it symbolizes in the evolution of parenting.

As one soon-to-be-mom blogs: "How cool would it be if a home-born, breastfed, sling-slung baby was the 300 millionth?"

Trendy postmodern parenting may borrow from the past reflecting a simpler, more natural lifestyle. Still experts agree, contemporary parenting has no doubt matured.

"One thing the next 300 million babies will not have in common with the first 300 million ... they'll be better sleepers," says Kay Willis, an RN, parenting educator and lactation consultant at The Nesting Place in Grapevine, Texas as she picks up what she says is her hottest selling swaddling innovation, the Miracle Blanket®. "This is a perfect example of how an old trend recycles with a modern twist making huge strides with improvement."

Swaddling, a century old technique, is proven to calm a fussy or colicky newborn by wrapping them snugly in a square receiving blanket. Willis says it's not something the average parent can easily do, let alone do it right when their exhausted and the babies quickly grow in size and strength allowing them to escape. She credits the Miracle Blanket for solving all of those challenges, essentially making the technique foolproof and more functional, whereby pretty much eliminating one of the most vexing problems for new parents: sleep deprivation.

Willis says generational attitudes and the global connectivity revolution are hugely responsible for creating savvier parents in the 21st century. But she says it's manufacturers—such as Miracle Blanket—that have no doubt bolstered the trend by catering to our constant desire to improve our lives.

Willis' store is proof with a hugely successful baby specialty store, a type of retail that didn't even exist 30-years ago.

And these stores won't be going away any time soon. According to the US Census Bureau Population Clock, it's estimated we'll reach 400 million around 2040. <http://www.census.gov/main/www/popclock.html>

AMB Enterprises, parent company of Miracle Gear™, is based in Medford, Oregon. Michael D. Gatten formed the company in early 2002 to produce and distribute the Miracle Blanket®. Primary distribution is via the



Internet, as well as through pediatric offices, maternity wards, boutiques and select childcare professionals. Sales have spread throughout the United States, United Kingdom, South Africa, Switzerland, Canada and Australia, New Zealand and Germany as well as in Japan and the Philippines on U.S. military bases.

www.MiracleBlanket.com.

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