

Group wants Fisher-Price iPad bouncy seat recall

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Ahh, the first year of a baby's life—the milestones, wonder and joy. They learn to sit up, crawl and some walk. But how about playtime in their bouncy seat with an iPad and some cool apps?

Fisher-Price is selling a baby bouncy seat with an attachment where parents can insert an iPad so baby can watch <u>video content</u> aimed at the youngest children—an idea that is being criticized by the Campaign for a Commercial-Free Childhood.

The Boston-based advocacy group wants Fisher-Price to recall its Newborn-to-Toddler Apptivity Seat for iPads. The group says it's not healthy for a baby's development and encourages parents to leave baby alone.

A reporter's telephone and email messages seeking company comment were left with a spokesperson for Mattel, Fisher-Price's <u>parent company</u>.

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