



Text File

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Committee: City Council

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WHEREAS, **4moms** is a robotics company established in 2004 by friends Henry Thorne, a world-leading roboticist, and Rob Daley, a successful businessman, who met to discuss their individual plans for future business ventures and knew that to be successful, they would need to create a new market or change an existing one. Comparing the elder care and juvenile product industries, they established a parent company in 2005, Thorley Industries, that redefined the \$8.9 billion juvenile product industry; and,

WHEREAS, the result of this partnership has been dramatically better hi-tech baby gear and the introduction of a unique mission, **Believe in Better**, a commitment to creating dramatically better juvenile products that solve parents' problems through advanced technology. Driven by the values of *Innovation, Passion and People*, the company embodies a unique culture with "Words to Live By" that include important tenets like *Everything Matters, Embrace Change at All Times, Collaborate, Minimize Scope/Get It Done/Then Improve, Communicate, Good Enough Isn't. Awesome Enough Is, Have Fun, and Be Humble/Work Hard/Respect Others*; and,

WHEREAS, **4moms** has been named to Forbes Magazine's list of America's Most Promising Companies for 2015, is ranked #21 out of 100 on Forbes' annual list recognizing the leading privately held, high-growth companies that boast compelling business models, strong management teams and notable customers and investors. The company topped \$48 million in revenue, has increased its employee count by 62% and has seen a nearly 100% increase in sales since 2009. Releasing new products over the next 14 months, 4moms has provided the industry with the revolutionary 4moms origami, the world's only power-folding stroller, the 4moms mamaroo infant seat, the 4moms breeze playard and the 4moms rockaroo; and,

WHEREAS, **4moms** will be celebrating its 10th Anniversary Party and International Partner Summit at Stage AE on April 16, 2015, and will be hosting an Open House event on April 29, 2015, in its headquarters in the Downtown/Strip District to recognize and celebrate its great success.

NOW, THEREFORE BE IT RESOLVED that the Council of the City of Pittsburgh does hereby recognize, commend and congratulate **4moms**, a successful, rapidly growing, award-winning Pittsburgh-based company that has changed the way parents think about baby gear, that fosters and promotes a unique and productive company culture where employees are invested and committed to the collective success and where the company contributes to the growing economic success of the City; and,

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare Wednesday, April 29, 2015, to be "**4MOMS DAY**" in the City of Pittsburgh.