

NEW YORK, Jan. 20, 2014 /PRNewswire/ -- [5WPR](#) , one of the 25 largest independent [public relations firms in the U.S](#)

., today announced the addition of Diono USA

to its diverse roster of consumer and parenting clients. 5W Public Relations will execute a comprehensive media relations program to raise awareness of the brand along with its hero product, the

[RadianRXT®](#),

with the goal of Diono

USA

being recognized as the leader in children's safety products.

With a Seal of Approval from The National Parenting Center, Diono USA is a brand committed to providing car seat safety to families everywhere with innovative and advanced travel solutions. Their car seats, convertible boosters, storage solutions, stroller and travel accessories consistently earn high ratings from industry experts and families worldwide. Diono USA

aims to educate parents on car seat safety and works to alleviate the real everyday worries and hassles parents face by providing superior safety, convenience and style with their products.

The company's hero product, RadianRXT, is a highly versatile car seat that offers "Safety in Style" being the only convertible + booster seat made with a full-steel alloy frame. With a ten-year shelf life, the RadianRXT can be used from birth until booster seat age, eliminating the need to buy multiple seats as a baby grows through childhood. RadianRXT is also NCAP crash tested and is the only car seat on the market big enough to accommodate a growing child while also narrow enough to easily fit "three across" in a mid-size vehicle. RadianRXT, along with Diono's other products, is currently available on multiple websites and in buybuy Baby stores nationwide. Additionally, Diono recently announced their collaborative seven-year international license agreement partnership with Little Tikes®, where they will be offering a line of new products featuring a broad range of bright & bold and Cozy Coupe® juvenile products. For detailed product information visit the Diono website ( [us.diono.com](http://us.diono.com) )

## 5WPR Expands Consumer Parenting Practice, Adding Diono USA to Client Roster

Written by Australian Business

---

"We are excited to partner with Diono USA as they have the reputation of providing the safest products on the market," said Ronn Torossian, president and CEO of [5WPR](#).

### About 5W Public Relations:

**5W Public Relations** ( <http://www.5wpr.com> ) is a full-service PR agency known for innovative programs that engage with businesses, individuals and ideas. With over 100 experienced professionals serving clients in industries spanning Beauty & Fashion, Consumer Brands, Entertainment, Food & Beverage, Health & Wellness, Travel & Hospitality, Technology, Nonprofit, Corporate Communications and Reputation Management, Public Affairs, Crisis Communications and Digital Strategy, 5W provides leading organizations and individuals with a resourceful, creative and results-oriented approach to communications

Contact: [Ronn Torossian](#) , 5W Public Relations, 212-999-5585, [ronn@5wpr.com](mailto:ronn@5wpr.com)

SOURCE 5W Public Relations

RELATED LINKS <http://www.5wpr.com>