

Magnetic Me Donates Apparel to Nemours Throughout 2021

Every NICU and CICU baby will receive a soft, luxe outfit with magnetic fasteners



Wilmington, Del. -- Babies in the Neonatal (NICU) and Cardiac Intensive Care Units (CICU) at Nemours/Alfred I. duPont Hospital for Children will be donning fashionable and functional onesies thanks to a generous donation by the children's (and adults') clothing company, [Magnetic Me](#). Every baby treated in these units in 2021 will receive an outfit, which features easy magnetic fasteners, ultrasoft fabric, and a fun, curated print. Families love Magnetic Me, a leading apparel and accessories brand in magnetic technology, and describe the outfits with magnetic fasteners as a "godsend."

To understand the appeal and convenience of magnetic fasteners, consider infants with a pulse oximeter around their foot. They can't wear a zip-up onesie like most babies, because of the wire. NICU and CICU parents are well aware of this dilemma. Snaps may allow the wires to run through a footed outfit, but can be difficult to fasten on squirming babies. Magnetic Me outfits reduce the stress parents and their babies feel at changing time. The magnetic fastening closures mean no more snaps, no more scratches, no tugging the garment over baby's head, and best of all, no more tears. Magnetic Me designs are especially helpful for new moms and dads...and for grandparents who want to bond with their grandchild but may not have the dexterity for snaps and buttons.

"We are delighted by the support and generosity of Magnetic Me," said Beth O'Donnell, MD, Nemours Chief of Neonatology. "The outfits get glowing reviews from NICU and CICU families and of course, anything that improves the comfort of our fragile babies is so valued."

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