



NATIONAL
**CHILD PASSENGER
SAFETY BOARD**

A program managed by the National Safety Council

rear facing • forward facing • booster seat • seat belts

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Contact: Tammy Franks

National Child Passenger Safety Board Secretariat
Program Manager, National Safety Council

Tammy.Franks@nsc.org

Daniella Brown Appointed to National Child Passenger Safety Board

UPPAbaby Safety Advocate Replaces Drew Kitchens

ITASCA, IL – The National Child Passenger Safety Board is pleased to announce the appointment of Daniella Brown to the Board. She will serve the Board as a Child Restraint Manufacturer representative.

Brown brings to the Board a wealth of experience, including work as a seat-complete engineer and, more recently, as a safety advocate at [UPPAbaby](https://www.uppababy.com). At UPPAbaby, she handles all corporate communications with Child Passenger Safety Technicians. She has a cross-functional role supporting Brand and Product marketing, Customer Experience and the Research & Development team.

Brown replaces Drew Kitchens, an engineer with Newell Brands, the manufacturer of Graco car seats and baby products. He stepped down in 2021.

“We’re excited to have Daniella join our team,” National Child Passenger Safety Board Chair Mandi Seethaler said. “She is uniquely qualified to answer technical questions, serve as the voice of car seat manufacturers and relate to Child Passenger Safety Technicians in the field. At the same time, we would like to thank Drew for his service.”

Brown has been a certified Child Passenger Safety Technician since 2008 and CPS Instructor since 2014. She and her husband, Kevin, live in Bloomfield Hills, MI. They have three children – Amelia 12, Sara 10 and Laurel 7. Her dedication to child passenger safety strengthened during her early days as a mother.

“In the midst of having three children, my heart grew stronger with the need to protect more children than my own,” she said. “The more research I did and the more information I gathered on child passenger safety, the more I wanted to help in any way possible.”

Brown, a Canadian citizen, attended Lawrence Technological University and earned a B.S. in Mechanical Engineering in 2001 and a Master’s in Business Administration in 2005. She has lived in the U.S. ever since. She grew up playing sports and to this day coaches volleyball. She also volunteers in her kids’ school and at her church.

About the National Child Passenger Safety Board

The National Child Passenger Safety Board, a program managed by the National Safety Council, seeks to maintain the quality and integrity of the National Child Passenger Safety Technician Certification Training. The program is used to train and certify child passenger safety technicians and instructors. For more information about child passenger safety or the National CPS Board, please visit the Board’s website at www.cpsboard.org