



29 March 2010

## Coast parenting company hits mark with new book in the US

*"The Triumphant Child: Caring for your new born: How to enjoy the first 60 days as a new mom"*, the latest book by Sunshine Coast-based parenting company, Sixty Second Parent, has only just been launched but already it has won the prestigious Disney iParenting Media Award for 'Outstanding Product' in the US.

The second book in the Triumphant Child™ Series, launched just a year ago, offers expert medical advice and practical parenting solutions for new mums in that critical first 60 days, and was written due to popular demand after the first book, *"The Triumphant Child: A Practical guide to raising two, three and four year olds"*, was launched.

Sixty Second Parent CEO Steve Huff said the books followed on from the development of the company's informative and interactive parenting website – [www.sixtysecondparent.com](http://www.sixtysecondparent.com).

He said operating out of the University of the Sunshine Coast's Innovation Centre, Sixty Second Parent had thrived in it's first 18 months of operation.

"The initial idea came about when experts Dr Olson Huff and his daughter in law, Nicole Rawson-Huff created a series of radio messages called the One Minute Parent in 1997. They were a hit and so we decided to take the business to a new level," he said.

"Its fantastic that the books and the website have been so well received and we are very excited about be acknowledged by Disney iParenting."

After years of content creation and researching the target sector, the business then launched in 2008 the website and is now continuing with the development of the series of practical parenting books.

Steve said choosing to primarily target the U.S market – where Dr Huff is a leading paediatrician - we believe we are able to communicate with a larger segment of their target customers.

"Running the business from the Innovation Centre is perfect," Steve said.

"We have everything we need to run our business in the U.S. from right here on the Sunshine Coast with the benefits of a fantastic lifestyle, that's the beauty of technology."

The new book is available to purchase, with Australian shipping options at the book series' new website [www.thetriumphantchild.com](http://www.thetriumphantchild.com).

### The Triumphant Child™

#### Caring for your newborn

How to enjoy the first 60 days as a new mom

- In this book**
- Your baby's development
  - Activities for nurturing your baby's learning
  - Answers to your crying, sleeping and breastfeeding questions
  - Tips for maintaining your relationship
  - Taking care of yourself
  - Bonus chapter just for new dads

*"Everything you need to give your baby the best start in life...an essential guide for all new moms!"*  
— Dr. David T. Tayloe, Jr., MD, FAAP  
Editor of The Triumphant Child Series



Edited by Dr. Olson Huff and Nicole Rawson-Huff

*"Everything you need to give your baby the best start in life...an essential for all new moms."*

**David T. Tayloe, Jr., MD, FAAP**

**President, American Academy of Pediatrics**

***Caring for your newborn: How to enjoy the first 60 days as a new mom***, Dr. Olson Huff and Nicole Rawson-Huff, Eds.; Soft cover;

Nonfiction; \$19.95 U.S. ISBN: 978-0-9822841-2-4

Available at [www.thetriumphantchild.com](http://www.thetriumphantchild.com)

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The University of the Sunshine Coast's Innovation Centre runs a Business Incubator and Business Accelerator to aid the start-up and growth of knowledge based businesses on the Sunshine Coast, through providing high-tech office space, mentoring, networking opportunities and business development support.

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Additional background information:

**About the Innovation Centre Sunshine Coast:**

Established in 2002, the Innovation Centre, a University of the Sunshine Coast company, aims to create new jobs in new industries for the Sunshine Coast region.

Located on the edge of the USC campus, the Innovation Centre is currently home to over 30 private companies in the clean-technology, digital and creative industries and offers world-class business support for entrepreneurs and growing companies. To date, the Innovation Centre has supported the start-up and growth of over 55 businesses, creating around 350 jobs.

The Innovation Centre facility includes a Business Incubator and Business Accelerator which provide serviced offices, high speed fibre connections, consulting support, investment readiness and networking for both start-up and growth businesses.

The Innovation Centre is at the hub of the Business and Technology Precinct taking shape around the University of the Sunshine Coast. Over \$100m has been invested in infrastructure in the last two years – including roads, a bus station and dark fibre optic cabling – to help advance the Precinct which has the potential to provide high level skilled jobs for over 6,000 people in the next 10 – 15 years.

The Innovation Centre also runs an extensive program of business events designed to help local entrepreneurs to connect with each other and the University and build a productive network. Over 4,000 people have attended these events and represent dynamic and valuable network.

For more information visit [www.innovation-centre.com.au](http://www.innovation-centre.com.au).