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## **Statement from Nancy Cowles, Executive Director, Kids In Danger (KID), calling on IKEA to do more to get dangerous, recalled dressers out of homes**

June 27, 2019

“My name is Nancy Cowles. I am the executive director of Kids In Danger. KID was founded 21 years ago by parents, like these with us here today, who lost their son to a dangerous product. KID is dedicated to protecting children by fighting for product safety. Our mission is to save lives by enhancing transparency and accountability through safer product development, better education and stronger advocacy for children.

“The first known death from IKEA tipping furniture was in July 1989 – 30 years ago. Those deaths continue. After 7 deaths, IKEA and CPSC announced an information campaign – to warn consumers that the dressers could be deadly – and tell them to get a strap to attach it to the wall – no recall. After another death on Valentine’s day 2016, a recall was announced in June 2016 – three years ago.

“Since that time, IKEA has done little to promote the recall or encourage consumers to remove the deadly dressers from homes. Instead, they continue their education campaign, reminding consumers to secure the unstable dressers to the wall. Another child dies in May 2017 from the MALM dresser – his parents knew nothing of the poorly publicized recall. Meghan DeLong’s son dies that same year from another IKEA dresser that was not recalled.

“We join these parents and other organizations to call on IKEA to step up and get known deadly dressers out of our homes. We urge them to use the same tools they use to effectively market their products to alert consumers to the recall and incentivize them to participation in the recall. Weekly we hear from consumers who are part of their Friends and Family loyalty program and yet never saw an email about the recall. We hear from consumers who did learn of the recall -- although none of them through IKEA – and yet have difficulty returning their dressers.

“The parents have made this request to IKEA and we add our voices to urge a response worthy of the children whose lives were lost.”

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