



Gerber Products Company

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February 7, 2018

Gerber® Names Winner of Eighth Annual Photo Search *Baby Lucas Named the 2018 Spokesbaby!*



FLORHAM PARK, NJ (Feb. 7, 2018) – Today, early childhood nutrition leader [Gerber](#) announced a sweet new edition to the Gerber Family with the results of their eighth annual Gerber Baby Photo Search. Baby Lucas from Dalton, Georgia won the judges over with his glowing and giggly smile and was chosen among more than 140,000 entries. As the Grand Prize winner, Lucas' family will receive \$50,000, he will be given the coveted title of 2018 Gerber Spokesbaby and take a front seat on Gerber's social media channels throughout the year.

"Lucas' winning smile and joyful expression won our hearts this year, and we are all thrilled to name him our 2018 Spokesbaby," said Bill Partyka, President and CEO, Gerber. "Every year, we choose the baby who best exemplifies Gerber's longstanding heritage of recognizing that every baby is a Gerber baby, and this year, Lucas is the perfect fit."

Gerber has received countless photos over the past 90 years from parents who think of their little ones when they see Gerber's iconic baby logo. In 2017, the logo was refreshed to pay homage to the original black-and-white sketch of the first Gerber baby, Ann Turner Cook, who just celebrated her 91st birthday. Inspired by the adorable baby photos received from proud parents, Gerber launched its first official Photo Search in 2010 and has continued



celebrating babies and toddlers every year since, not only through Photo Search but through its real, delicious and nutritious food for babies and expert tools and services for parents.

“This is such a proud moment for us as parents knowing that Lucas has a platform to spread joy, not only to those he interacts with every day, but to people all over the country,” said Lucas’ mom, Cortney Warren. “We hope this opportunity sheds light on the special needs community and educates people that with acceptance and support, individuals with special needs have the potential to change the world – just like our Lucas!”

In addition to the Grand Prize winner, Gerber honored twelve additional winners in the “Giggles and Wiggles” and “Best Dressed” categories. The “Giggles and Wiggles” winners will receive \$500 and a year’s supply of Gerber and Purina products. The “Best Dressed” winners will receive \$500, courtesy of Gerber Childrenswear, \$250 worth of Gerber Childrenswear and a year’s supply of Gerber products.

“Looking back on our last 90 years, we’re extremely proud of all that we accomplished and all the babies we’ve celebrated, including our Photo Search winners,” said Partyka. “At Gerber, ‘Anything for Baby™’ is our motto – it’s what we do, and we can’t wait to see what the next 90 years hold for us and for all our Gerber families.”

Photo of the winners and additional information about Photo Search 2017 and Gerber can be found by visiting [Gerber’s Facebook Page](#).

About Gerber

Gerber was founded in 1928 in Fremont, Michigan. Gerber Products Company joined the Nestlé family on September 1, 2007. Gerber Products Company is a leader in early childhood nutrition.

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