

**ANN BROWN  
CHAIRMAN  
U.S. CONSUMER PRODUCT SAFETY COMMISSION  
REMARKS AT  
SIDS ALLIANCE CONFERENCE  
SALT LAKE CITY, UTAH  
APRIL 8, 2000**

SC/DFC OF THE SECRETARY  
FREEDOM OF INFORMATION

2000 APR 17 A 9:34

CPSA 6 (b)(1) cleared  
No Mfrs/Prvils/lrs or  
Products Identified  
Excepted by \_\_\_\_\_  
Firms Notified,  
Comments Processed

I ONCE READ A STORY ABOUT THE TIME GEORGE  
BERNARD SHAW SENT WINSTON CHURCHILL TWO  
TICKETS AND A NOTE THAT READ:

"ENCLOSED ARE TWO TICKETS TO THE FIRST-  
NIGHT PERFORMANCE OF MY NEW PLAY.

BRING A FRIEND -- IF YOU HAVE ONE."

CHURCHILL SENT A NOTE BACK:

"DEAR GBS: UNFORTUNATELY I AM ENGAGED ON  
THAT NIGHT.

COULD I HAVE TICKETS FOR THE SECOND NIGHT --  
IF THERE IS ONE?"

THIS IS MY FIRST PERFORMANCE HERE – AND I AM HONORED THAT YOU INVITED ME TO SPEAK TO YOU.

THERE IS NO GROUP WHOSE WORK IS CLOSER TO MY HEART THAN YOURS.

AT CPSC OUR MISSION IS TO SAVE LIVES AND REDUCE INJURIES TO AMERICAN FAMILIES.

SINCE I BECAME CHAIRMAN, WE HAVE DEVOTED MORE RESOURCES TO KEEPING CHILDREN SAFE THAN TO ANYTHING ELSE.

YOU KNOW, AMERICANS MAY BE CYNICAL ABOUT GOVERNMENT.

BUT THEY ARE NOT CYNICAL ABOUT SAFETY.

IN A 1999 HARRIS POLL ABOUT FEDERAL SAFETY REGULATIONS, WHEN ASKED ABOUT STRICT RULES ABOUT PRODUCT SAFETY, FOOD, AIRLINES AND HIGHWAY SAFETY, 93% RATED FEDERAL INVOLVEMENT AS "IMPORTANT."

CPSC OVERSEES ABOUT 15,000 TYPES OF PRODUCTS THAT ADD PLEASURE TO LIFE FOR MOST BUT CAN POSE DANGER TO SOME.

IN FACT, EACH YEAR THERE ARE OVER 29 MILLION INJURIES -- AND ABOUT 22,000 DEATHS RELATED TO THOSE PRODUCTS.

THERE IS A SOLID DIFFERENCE SINCE WE CAME TO CPSC IN 1994.

WE'VE IMPROVED OUR TOLL-FREE HOTLINE. WHEN I CAME THERE WERE EIGHT LINES. NOW WE HAVE 96.

A RESPONSE TO A COMPLAINT USED TO TAKE AS MUCH AS 48 DAYS. NOW IT TAKES 48 HOURS.

ANOTHER DIFFERENCE -- WE DO RECALLS DIFFERENTLY.

OUR PREDECESSORS USED TO DO WHAT I  
CALL THE PAPER AIRPLANE APPROACH -- SAIL A  
LITTLE PRESS RELEASE OUT THE WINDOW HOPING  
IT HITS SOMEONE ON THE HEAD BELOW.

THEY HAD ONE FAX LINE IN PUBLIC AFFAIRS.

WE DO OUR BEST TO GET ATTENTION FOR  
OUR SAFETY EFFORTS -- ON TV, RADIO, FEATURES  
IN NEWSPAPERS.

OTHER AGENCIES DREAD IT WHEN THEY  
HEAR REPORTERS WANT TO DO A STORY ON THEM.

WE LOVE IT. WE ADMIRE WHAT THE  
MORNING SHOWS HAVE DONE FOR CONSUMERS.

IN FACT, THE ONE QUESTION I AM ASKED  
MORE THAN ANY OTHER -- WHAT'S KATIE  
COURIC REALLY LIKE?

*(PAUSE)*

REDUCING SIDS DEATHS IS SOMETHING WE TAKE  
VERY SERIOUSLY.

WE HAVE LONG BEEN CONCERNED ABOUT THE  
ROLE OF SOFT BEDDING AS A RISK FACTOR FOR SIDS.

WE WORRY THAT AS MANY AS 900 BABY DEATHS  
EACH YEAR ATTRIBUTED TO SIDS MAY ACTUALLY BE  
CAUSED BY SUFFOCATION IN SOFT BEDDING.

AND THAT IS SOMETHING WE KNOW A LOT ABOUT.

WE WORKED WITH THE BACK TO SLEEP  
CAMPAIGN.

AND WE HAVE CONDUCTED OUR OWN RESEARCH  
INTO THE KINDS OF SOFT BEDDING PRODUCTS THAT  
HAVE BEEN ASSOCIATED WITH SIDS.

I WOULD LIKE TO RECOGNIZE OUR OWN DR. N.J.  
SCHEERS – WHO HAS DONE SUCH VALUABLE WORK  
FOR CPSC ON SIDS-RELATED ISSUES.

*(Please stand up, NJ)*

IN THEIR FIRST STUDY OF SIDS DEATHS, NJ AND  
HER COLLEAGUES FOUND THAT ABOUT 30 PERCENT OF  
THE INFANTS HAD THEIR NOSES AND MOUTHS  
COMPLETELY COVERED BY SOFT BEDDING.

MOST OF THOSE INFANTS HAD BEEN PLACED ON  
THEIR STOMACHS TO SLEEP AND WERE FOUND LYING  
ON TOP OF SOFT BEDDING SUCH AS PILLOWS, QUILTS  
AND COMFORTERS.

IN DECEMBER 1998, CPSC AND NICHD  
COSPONSORED A CONFERENCE ON INFANTS AND SOFT  
BEDDING THAT BROUGHT TOGETHER LEADING  
EXPERTS FROM AROUND THE WORLD.

WE WERE ALREADY WARNING PEOPLE NOT TO PUT  
BABIES DOWN TO SLEEP ON TOP OF SOFT BEDDING  
PRODUCTS.

BUT BASED ON WHAT WE LEARNED FROM THE LATEST RESEARCH, WE KNEW IT WAS TIME TO GO FURTHER AND WARN THEM TO COMPLETELY REMOVE ALL SOFT BEDDING FROM THE CRIB.

NICHD AND THE AMERICAN ACADEMY OF PEDIATRICS AGREED WITH US, AND IN APRIL 1999 WE ISSUED A NEW SAFETY ALERT ON SOFT BEDDING.

OF COURSE, WE STRESSED – AS WE ALWAYS DO – THE IMPORTANCE OF PUTTING BABY ON HIS OR HER BACK TO SLEEP.

BUT WE ADDED THE NEW MESSAGE: WHEN YOU PUT BABIES UNDER 12 MONTHS TO SLEEP, REMOVE ALL SOFT BEDDING PRODUCTS FROM THE CRIB -- PILLOWS, QUILTS, COMFORTERS, SHEEPSKINS, PILLOW-LIKE STUFFED TOYS AND OTHER PILLOW-LIKE SOFT PRODUCTS.

WE STRESSED THAT THE BABY'S HEAD HAD TO REMAIN UNCOVERED DURING SLEEP.

WE URGED PEOPLE TO USE SLEEPERS AS AN ALTERNATIVE TO BLANKETS.

WE KNEW THAT PEDIATRICIANS AND CONCERNED PEOPLE LIKE YOU WOULD HELP US GET THAT LIFESAVING MESSAGE OUT.

BUT WE KNEW TOO THAT PEOPLE WERE GETTING A VERY DIFFERENT MESSAGE WHEN THEY WENT INTO STORES TO SHOP FOR BABIES.

STORES OUTDID THEMSELVES TO MAKE THEIR CRIBS LOOK BEAUTIFUL -- STUFFED WITH FLUFFY QUILTS AND COMFORTERS THAT THEY HOPED THEIR CUSTOMERS WOULD FIND IRRESISTIBLE.

WHAT LOVING PARENT OR GENEROUS GRANDPARENT WOULD NOT WANT TO BUY SOMETHING THAT LOOKED SO APPEALING?

WHAT THOSE DISPLAYS DIDN'T SAY WAS THAT FOR INFANTS, THAT BEAUTIFUL SOFT BEDDING COULD BE DEADLY.

PARENTS WERE GETTING MIXED MESSAGES.

IT WAS IMPORTANT TO GET THE RETAILERS TO CHANGE THEIR DISPLAYS.

WE KNEW IT WOULDN'T BE EASY – AFTER ALL, THEY WERE SELLING MILLIONS OF DOLLARS WORTH OF SOFT BEDDING, AND NO RETAILER WANTS TO CUT SALES.

FOR SEVERAL MONTHS WE WORKED HARD TO HAMMER OUT AN AGREEMENT WITH RETAILERS THAT WOULD ACHIEVE OUR SAFETY GOAL – AND THAT THEY COULD LIVE WITH.

WE SUCCEEDED.

ON MARCH 14 WE ANNOUNCED A SAFETY INITIATIVE WITH CONSCIENTIOUS RETAILERS WHO HAD OVER 75% OF THE SOFT BEDDING MARKET – THE BIGGEST NAMES IN THE BUSINESS -- BABIES R US, IKEA, JCPENNEY, KMART, LANDS END, SEARS AND TARGET.

BEGINNING THIS SPRING, SHOPPERS IN THOSE STORES WILL NO LONGER SEE CRIBS MADE UP WITH PILLOWS, QUILTS AND COMFORTERS IN THEM.

THERE WILL BE WARNINGS IN CATALOGS, SIGNS IN STORES, INSERTS IN SOFT BEDDING PACKAGES.

THIS IS A TERRIFIC CHANGE.

NO MORE MIXED MESSAGES ON HOW TO CREATE A SAFE SLEEPING ENVIRONMENT FOR BABY.

WE INVITED ALL OTHER RETAILERS TO JOIN THIS SAFETY INITIATIVE –

DISNEY HAS CALLED US AND IS SERIOUSLY CONSIDERING WHAT THEY CAN DO.

WE HAVE NOT HAD THE SAME GOOD RESPONSE FROM THE JUVENILE PRODUCTS MANUFACTURERS ASSOCIATION, I AM SORRY TO SAY.

THEY RECENTLY SENT OUT A LETTER THAT MISLED RETAILERS ABOUT WHAT CPSC WAS DOING – AND THAT GAVE OUTDATED AND INCORRECT INFORMATION ABOUT SOFT BEDDING.

WE HAD SPOKEN TO JPMA BEFORE ABOUT THIS. DESPITE OUR CONTINUED URGING AND ADMONITION, THEY IGNORED OUR ADVICE.

I URGE YOU TO WRITE OR CALL JPMA TO TELL THEM HOW IMPORTANT IT IS THAT THEY GIVE RETAILERS AND THE PUBLIC THE RIGHT SAFETY INFORMATION ABOUT SOFT BEDDING.

LAST SUMMER REPRESENTATIVES OF THE SIDS ALLIANCE AND A-SIP CAME TO VISIT US AT THE CPSC – TO TELL US ABOUT NEW PRODUCTS ON THE MARKET THAT WERE CLAIMING THEY COULD HELP REDUCE SIDS.

THEY WERE ALARMED, AS I KNOW MANY OF YOU WERE.

THEY WERE AFRAID THAT PARENTS – CONCERNED ABOUT SIDS DANGERS – WOULD BE TAKEN IN BY UNFOUNDED CLAIMS.

THEY MIGHT BELIEVE CLAIMS THAT YOU COULD SAFELY PUT YOUR BABY TO SLEEP ON ITS STOMACH IF YOU USED THEIR PRODUCTS, OR THAT USING THOSE PRODUCTS WOULD REDUCE THE RISK OF SIDS.

WE AGREED.

WE GOT TO WORK.

BECAUSE OF OUR EFFORTS, SEVERAL FIRMS STOPPED MANUFACTURING AND DISTRIBUTING THE PRODUCTS.

WE ASKED RETAILERS TO TAKE THESE PRODUCTS OFF THEIR SHELVES.

AND ON MARCH 16 WE ISSUED A PRESS RELEASE ANNOUNCING WHAT WE HAD DONE AND WARNING

CONSUMERS NOT TO BE TAKEN IN BY CLAIMS LIKE THE ONES THESE PRODUCTS WERE MAKING.

THERE WERE ARTICLES IN THE WASHINGTON POST AND USA TODAY – AND ABC'S 20/20 DID A MAJOR STORY ON THE PRODUCTS.

THESE MANUFACTURERS HAVE GOTTEN THE MESSAGE.

BUT YOU CAN BET WE WILL CONTINUE TO BE ON THE ALERT.

WE ARE ALSO HARD AT WORK ON OTHER WAYS TO KEEP BABIES SAFE WHEN THEY SLEEP.

I AM SURE YOU KNOW ABOUT THE CPSC STUDY THAT WAS PUBLISHED LAST SEPTEMBER IN THE ARCHIVES OF PEDIATRICS AND ADOLESCENT MEDICINE WARNING PARENTS NOT TO PLACE BABIES IN ADULT BEDS.

THE AUTHOR OF THAT STUDY WAS CPSC'S DR. SUAD NAKAMURA, WHO IS HERE TODAY.

*(Please stand, Suad).*

THE STUDY FOUND THAT PLACING BABIES TO SLEEP IN ADULT BEDS PUTS THEM AT RISK OF SUFFOCATION OR STRANGULATION.

THIS WAS A DANGER OF WHICH MANY PARENTS WERE UNAWARE.

THE STUDY SHOWED THAT BETWEEN 1990 AND 1997, AT LEAST 515 BABY DEATHS WERE LINKED TO ADULT BEDS.

AND FOR THE FIRST TIME, THE STUDY SHOWED THAT ALMOST ONE QUARTER OF THE DEATHS – 121 – WERE ASSOCIATED WITH BED SHARING.

MORE THAN THREE QUARTERS OF THESE DEATHS WERE TO INFANTS UNDER 3 MONTHS.

DR. NAKAMURA PRESENTED HER FINDINGS AT AN AMERICAN MEDICAL ASSOCIATION BRIEFING.

AND I WENT ON THE TODAY SHOW TO TALK ABOUT THE RESULTS.

I FELT IT WAS IMPORTANT TO SPEAK OUT VERY STRONGLY ON THIS ISSUE.

THESE ARE PREVENTABLE DEATHS.

CPSC HAD AN OBLIGATION TO PLACE THESE IMPORTANT FINDINGS ON THE RECORD.

THE EVIDENCE SHOWS THAT BED-SHARING PRESENTS A SERIOUS RISK OF SUFFOCATION FOR BABIES.

IN FACT, WE ARE AWARE OF AT LEAST 76 ADDITIONAL DEATHS IN 1998 AND 1999 – AT LEAST 35 OF THESE ASSOCIATED WITH BED-SHARING.

I CAN TELL YOU THAT THIS ISSUE PROVOKED A HEATED RESPONSE FROM ADVOCATES OF CO-SLEEPING, AS WE HAD ANTICIPATED IT WOULD.

BUT OUR JOB IS TO PREVENT DEATHS AND INJURIES.

AND SO I URGED PARENTS TO PAY ATTENTION TO THIS NEW STUDY.

IT IS INFORMATION THAT COULD SAVE A BABY'S LIFE.

EARLIER THIS YEAR WE ACTED TO MAKE CRIBS SAFER IN HOTELS AND MOTELS ACROSS THE COUNTRY.

IN FEBRUARY WE ANNOUNCED AN INITIATIVE WITH THE NATIONAL SAFE KIDS CAMPAIGN AS OUR PARTNER.

SAFE KIDS HAD CONDUCTED SPOT CHECKS IN A VARIETY OF HOTELS AND MOTELS.

THEY FOUND UNSAFE CRIBS AND PLAY YARDS IN 80% OF THE HOTELS THEY VISITED –

CRIBS PROVIDED WITH SOFT BEDDING OR ADULT-SIZED SHEETS.

AND CRIBS THAT WE HAD RECALLED.

WHEN WE MADE THIS ANNOUNCEMENT, THE BASS HOTEL CHAIN, THE PARENT OF HOLIDAY INNS, JOINED US.

WE HAD INVITED 24 MAJOR CHAINS TO JOIN US – BUT AT FIRST ONLY BASS STEPPED UP TO THE PLATE.

SINCE OUR PRESS CONFERENCE – AND A FRONT PAGE ARTICLE IN USA TODAY -- WE HAVE HEARD FROM MANY OTHER HOTEL GROUPS THAT ARE TAKING STEPS TO MAKE THEIR CRIBS SAFER– HILTON, OMNI, HAMPTON INN, RED ROOF, MOTEL 6, WYNDHAM, AND STARWOOD.

HOPEFULLY, THIS WAS A WAKE-UP CALL TO THE HOTELS – AND THEY WILL PAY MORE ATTENTION TO CRIB SAFETY IN THE FUTURE.

WE ALSO DID A STUDY OF CHILD-CARE CENTERS TO SEE HOW SAFE THEY WERE.

WE LOOKED AT ALL KINDS OF CHILD CARE PROVIDERS, FROM CENTERS RUN BY THE FEDERAL GOVERNMENT TO INDIVIDUALS PROVIDING CARE IN THEIR HOMES.

TRAGICALLY, CHILDREN HAVE BEEN INJURED OR DIED IN CHILD-CARE CENTERS.

CPSC IS AWARE OF AT LEAST 56 CHILDREN WHO HAVE DIED IN CHILD CARE SETTINGS FROM 1990 THROUGH 1998 – 9 OF THEM IN CRIB-RELATED INCIDENTS.

IN OUR STUDY, WE FOUND THAT TWO-THIRDS OF THE CHILD CARE CENTERS HAD AT LEAST ONE OF THE HAZARDS TARGETED IN THE STUDY.

THIS INCLUDED CRIBS THAT DID NOT MEET CURRENT SAFETY STANDARDS AND CRIBS CONTAINING SOFT BEDDING.

WE ALSO FOUND CHILD CARE CENTERS USING PRODUCTS CPSC HAD RECALLED.

TRAGICALLY, WE KNOW OF 3 CHILDREN WHO  
DIED AT THEIR DAY CARE PROVIDERS IN PORTABLE  
CRIBS OR PLAYPENS THAT CPSC HAD PREVIOUSLY  
RECALLED.

FIRST LADY HILLARY CLINTON JOINED US AT A  
PRESS CONFERENCE AT A CHILD-CARE CENTER IN  
WASHINGTON, DC, TO HELP US KICK OFF A CAMPAIGN  
TO TRY TO MAKE CHILD-CARE SETTINGS SAFER.

WE ISSUED A CHECKLIST THAT ENCOURAGED  
CHILD-CARE PROVIDERS TO ELIMINATE HAZARDS IN  
THEIR FACILITIES.

AND I HOPE YOU WILL TELL PARENTS AND CHILD-  
CARE PROVIDERS EVERYWHERE TO GET OUR  
CHECKLIST-- AND ACT ON IT.

WE ALSO DEVELOPED MODEL STATE LEGISLATION  
– BASED ON A LAW PASSED IN ILLINOIS LAST YEAR –  
TO PROHIBIT THE SALE AND USE OF UNSAFE CRIBS AND  
OTHER CHILDREN’S PRODUCTS.

AND WE SENT IT OUT TO EVERY STATE.

WE URGE YOU TO ADVOCATE ADOPTION OF THIS  
TYPE OF LEGISLATION IN YOUR STATE.

*(PAUSE)*

YOU KNOW, THE WORK WE DO INVOLVES  
NOTHING LESS THAN PROTECTING THE LIVES OF  
THOSE MOST PRECIOUS TO US -- OUR FAMILIES.

AND BECAUSE I FEEL SO STRONGLY ABOUT  
THAT, I CAN'T CLOSE WITHOUT TELLING YOU  
ABOUT SOMETHING THAT HAS IMPRESSED ME  
MORE AND MORE OVER THE YEARS I'VE HELD THIS  
POSITION: HOW MANY PEOPLE WHO HAVE  
SUFFERED THE MOST TERRIBLE PERSONAL  
TRAGEDIES, FIND MEANING IN HELPING OTHERS.

I KNOW THIS BECAUSE OVER THE YEARS I HAVE BEEN AT CPSC, I HAVE MADE A POINT OF TELEPHONING PARENTS WHO HAVE LOST A CHILD IN AN INCIDENT INVOLVING A CONSUMER PRODUCT.

PICKING UP THE PHONE ISN'T EASY. I WORRY ABOUT INTRUDING ON THEIR PRIVATE GRIEF.

I'VE FOUND, THOUGH, THAT PARENTS ARE NOT ONLY RECEPTIVE, BUT HAVE VOLUNTEERED TO HELP SOLVE THE SAFETY PROBLEMS THAT CAUSED THEIR CHILD'S DEATH.

I THINK OF A WOMAN NAMED LYNN STARKS, IN OKLAHOMA CITY.

SHE WENT TO WAKE HER THREE-YEAR OLD DAUGHTER WHITNEY ONE MORNING, TO FIND WHITNEY HAD WIGGLED HER BODY BETWEEN THE TOP SLATS OF THE UPPER BUNK OF HER BUNK BED.

BUT HER HEAD GOT CAUGHT.

HER MOTHER FOUND HER HANGING, HER  
BODY RIGID, COLD AND BLUE.

LYNN WANTED TO ENSURE THAT HER  
DAUGHTER'S DEATH WOULD NOT BE IN VAIN.

SHE WORKED WITH US ON OUR RECALL, SHE  
WENT ON "GOOD MORNING AMERICA" WITH ME --  
SHE GOT THE OKLAHOMA LEGISLATURE TO PASS A  
LAW ELIMINATING THE SALE OF UNSAFE BUNK  
BEDS IN OKLAHOMA.

SHE CAME TO TWO HEARINGS AT CPSC ON A  
PENDING BUNK BED RULE – AT HER OWN EXPENSE.

AND ON DECEMBER 2, THE CONSUMER  
PRODUCT SAFETY COMMISSION APPROVED A NEW  
MANDATORY BUNK BED RULE THAT WILL  
PREVENT COMPANIES FROM MARKETING UNSAFE  
BEDS LIKE THE ONE THAT KILLED WHITNEY  
STARKS.

*(PAUSE)*

I COULD QUOTE YOU ALL THE STATISTICS  
YOU WANT ABOUT LIVES THREATENED AND  
DOLLARS SAVED IN THE AREA OF CONSUMER  
SAFETY.

BUT AS THE NOVELIST ARTHUR KOESTLER  
ONCE WROTE: "STATISTICS DON'T BLEED."

NUMBERS DON'T TELL YOU WHAT IT'S LIKE TO SEE  
A LOVED ONE THREATENED.

THEY DON'T TELL YOU WHAT IT'S LIKE TO LOSE A  
CHILD.

WE'LL NEVER KNOW WHOSE LITTLE SON OR  
DAUGHTER OUR EFFORTS HAVE SAVED.

THAT'S ALWAYS THE CASE WITH SAFETY ISSUES.

YOU DON'T SEE NEWSPAPER ARTICLES ABOUT THE  
LITTLE GIRL WHO DIDN'T DIE IN A BUNK BED...

OR ABOUT THE BABY WHO DIDN'T DIE OF SIDS...

BUT THEY ARE OUT THERE.

AND THE FACT IS, THEY ARE OUT THERE IN  
INCREASING NUMBERS BECAUSE OF THE WORK WE DO.  
IT MAY BE THE CONCERN OF A SIDS VOLUNTEER...  
OR THE RESEARCH OF A CARING DOCTOR...  
OR THE COMMITMENT OF A GOVERNMENT  
AGENCY.

THE ACHIEVEMENTS OF THE LAST FEW YEARS ARE  
THE ACHIEVEMENTS OF ALL OF US, WORKING  
TOGETHER IN OUR VARIOUS WAYS.

WORKING AS A TEAM.

CPSC'S ANNUAL BUDGET IS ONLY ENOUGH TO RUN  
THE DEPARTMENT OF DEFENSE FOR AN HOUR AND A  
HALF.

BUT WE'RE DOING A LOT.

WE'VE DONE IT BY CREATING PARTNERSHIPS  
WITH ORGANIZATIONS, WITH COMPANIES, WITH  
CONSUMERS, AND WITH PARENTS.

WE'VE DONE IT BY GETTING RESULTS.

THE NEXT TIME I COME TO SPEAK TO YOU ... I'M  
CONFIDENT WE'LL BE ABLE TO POINT TO MORE  
EXAMPLES OF THE LIFESAIVING THINGS WE HAVE DONE  
IN THAT SAME SPIRIT.

FOR, UNLIKE A SHAW PLAY, WHEN IT COMES TO  
SAFETY, THERE IS NO LAST ACT, THE CURTAIN NEVER  
FALLS -- AND OUR WORK IS NEVER DONE.