



NEWS from CPSC



U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

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FOR IMMEDIATE RELEASE

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Firm's Recall Hotline: Call Collect (260) 424-3511

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

Matilda Jane Recalls Girl's Chelsa Dress Due to Choking Hazard

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. It is illegal to resell or attempt to resell a recalled consumer product.

Name of Product: Girl's Dress

Units: About 1,500

Importer: Matilda Jane LLC of Fort Wayne, Ind.

Hazard: The buttons can come off, posing a choking hazard.

Incidents/Injuries: Matilda Jane has received one report of an incident with no injuries.

Description: The Chelsa dress is a girl's sleeveless sundress in sizes 2, 4, and 6. The top is white with green polka dots; the bottom is printed with a green and yellow floral design and has a multi-colored floral border at the hem.

Sold at: In-home trunk shows and online from February 1 through February 25, 2011.

Manufactured in: China.

Remedy: Anyone possessing this dress should return it for repair or refund by contacting Matilda Jane Clothing.

Consumer Contact: For more information, contact Matilda Jane Clothing at recall@matildajaneclimbing.com, call collect at 260-424-3511 or visit www.matildajaneclimbing.com



The Chelsa dress

CPSC is still interested in receiving incident or injury reports that are either directly related to this product recall or involve a different hazard with the same product. Please tell us about it by visiting www.saferproducts.gov

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of injury or death from thousands of types of consumer products under the agency's jurisdiction. The CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. The CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed significantly to the decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

To report a dangerous product or a product-related injury, call CPSC's Hotline at (800) 638-2772 or CPSC's teletypewriter at (301) 595-7054. To join a CPSC e-mail subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>. Consumers can obtain recall and general safety information by logging on to

CPSC's Web site at www.cpsc.gov.



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