

For Immediate Release

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Simmons College Alumnae to Pitch Creative Baby Product on *Shark Tank* *Melissa Gersin to Showcase Her Tranquilo Mat for Panel of Possible Investors Feb. 10*

BOSTON (Thursday, February 9, 2017) – Registered nurse turned entrepreneur Melissa Gersin, a 2010 Simmons College graduate, will pitch her innovative baby product to a panel of potential investors on national television on the hit reality program *Shark Tank* during an episode scheduled to air on Friday, February 10, on ABC at 9:00 pm.

Gersin, founder and CEO of Tranquilo, is the creator of a vibrating mat designed to soothe newborns and infants by replicating the constant motions and sounds newborns experience in utero. The certified “Infant Crying Specialist” will make her case to the panel of “Sharks,” self-made millionaire and billionaire business people who could potentially invest in her product and help her grow her two-year-old company.

Gersin, a graduate of the Simmons College School of Nursing and Health Sciences, said her course of study at Simmons, coupled with her experience as a labor and delivery nurse at Mt. Auburn Hospital, gave her the confidence to develop her idea and build her business. “It changed me,” she said. “I have the confidence now to walk into a room and pitch my product. You have to believe and have confidence.”

Gersin said she would advise today’s college students to continue to learn and discover. “I am always willing to keep myself the perpetual student,” Gersin said, adding up-and-coming entrepreneurs should “be curious enough to ask the questions.”

Gersin began to develop her idea after learning specific techniques used to calm crying infants such as “swaying” and “shhh-ing.” The Tranquilo Mat is battery-operated with a washable cover and can be used at home, in a car seat or in a stroller. Gersin, who is looking forward to watching the show that was recorded in September, said moms and dads continue to help her improve her product. “I am so utterly grateful to parents who give me feedback,” she said. “It touches my heart and helps me move forward.”

Simmons College (www.simmons.edu) is a nationally recognized private university located in the heart of Boston, and is the preeminent authority on women's leadership. Founded in 1899, Simmons is the only undergraduate women’s college in Boston, and maintains a history of visionary thinking and a focus on social responsibility. The college offers world-class coeducational graduate programs in nursing and health sciences, including physical therapy and nutrition; liberal arts; life sciences; library and information science; business management; and social work. Follow Simmons on Twitter at [@SimmonsCollege](https://twitter.com/SimmonsCollege) and [@SimmonsNews](https://twitter.com/SimmonsNews).