

corporate connections



Give them tomorrow

The March of Dimes is pleased to announce the launch of *Give them tomorrow*, a nationwide campaign which unites the efforts of the March of Dimes, corporations, organizations, and individuals to generate awareness and funding to fight birth defects and premature birth. Premature birth is the #1 killer of babies in the United States and you can do something today so that fewer families have to call the newborn intensive care unit their home.

Throughout the fall, *Give them tomorrow* will invite supporters and consumers to take action. The March of Dimes has set a goal to generate a minimum of 380,000 actions across social media and through our website, marchofdimes.org/tomorrow, to symbolize the number of babies born too soon in the U.S. each year. Join us — you can reach out by sending a message of hope to a family of a baby in the NICU and the March of Dimes will hand-deliver it. You can shout out by sharing your baby's first milestones using #babysfirst in social. You can help out by funding prematurity research that saves babies' lives. And, you can raise awareness on November 17, World Prematurity Day. *Give them tomorrow* is supported by generous corporate partners including Mud Pie, Philips Avent, Famous Footwear, ALEX AND ANI, ALDI, Bon-Ton and Anthem Foundation. Join us today to give them tomorrow.



Give them tomorrow

DO SOMETHING TODAY

Publix named 2016 #1 national March for Babies corporate partner!

For the first time in more than 30 years, a new #1 national March for Babies corporate partner has been crowned. A huge congratulations to Publix for achieving this milestone and raising a record \$7.3MM during their annual three-week March for Babies campaign, which was conducted in six Southeast states. This brings Publix's total contributions to more than \$65MM supporting the March of Dimes! Publix also raises awareness within the communities they serve through their passionate associates, who engage their customers to help support the March of Dimes mission.

Zika update

This summer, southern Florida became the first place in the United States identified as having a mosquito-borne spread of the Zika virus. In Puerto Rico, thousands of cases of Zika have been diagnosed including hundreds in pregnant women. And scientists have discovered that Zika may be even more harmful to pregnant women and their infants than we initially realized. While the link between Zika and microcephaly is well documented, the virus may also cause other serious problems for infants, some of which may not become apparent for years after birth.

Today, more than 18,000 cases of Zika have been diagnosed in U.S. states and territories, including more than 1,600 among pregnant women. The March of Dimes is calling on Congress to immediately pass legislation for emergency supplemental funding to prevent more cases of the life-altering birth defects caused by Zika.

[Learn more](#), including how you can help urge Congress to act now to contain Zika.



Did you know?

March of Dimes [News Moms Need](#) blog provides important information on a variety of topics and was created to give moms the tools they need to have healthy pregnancies and families. Our team blogs weekly to share moms personal experiences and to provide helpful tips on pre-pregnancy, pregnancy, caring for your baby, caring for your child with special needs, family health, as well as share the latest information affecting moms and babies. That's a lot of great info, and we welcome your comments so that we can keep helping more moms!



November 17 is World Prematurity Day when we ask people to focus their attention on the global problem of premature birth. You can participate in Prematurity Awareness Month and World Prematurity Day by visiting facebook.com/worldprematurityday where you can share stories and videos about your baby or a baby you love and learn from families across the globe. Join us, and partner organizations around the world, to help raise awareness of the global problem of premature birth, the leading cause of death among children under 5 worldwide.



Macy's invited customers to participate in the retailer's 11th annual national Shop For A Cause charity event August 26-28, which raised more than \$3 million for the March of Dimes! Macy's Shop For A Cause is a unique, three-day shopping event created to support local nonprofit organization's fundraising efforts. For the sixth year, Macy's designated the March of Dimes as its national in-store and online beneficiary, bringing total funds raised to more than \$18MM. We are honored to support our long-standing partnership with Macy's, and are truly grateful for their continued commitment!

Click [here](#) to learn more about our corporate partners.