

Speaking Points

About the March of Dimes...

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality.

The March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, they offer information and comfort to families. They research the problems that threaten our babies and work on preventing them.

Every year, more than half a million babies are born too soon. Some die; others face a lifetime of physical and learning disabilities. Premature birth is a top priority for the March of Dimes.

Premature birth costs the nation billions of dollars in medical and educational costs and lost productivity. Average first-year medical costs are almost 11 times greater for premature babies than the costs for delivery of a healthy, full-term baby.

For more information about the March of Dimes and premature birth, visit marchofdimes.com

About Miles for Babies...

Miles for Babies Day is September 24. It is a partnership between [COMPANY NAME], the UMA and the March of Dimes, in an effort to give every baby a healthy start in life.

[COMPANY NAME] will donate 10 cents for every mile that the fleet drives on September 24.

[COMPANY NAME] will also donate an auction package for the local March of Dimes special event.

All funds raised through Miles for Babies will support lifesaving research and programs that offer hope for prevention of infant health threats. It will bring us closer to reaching our goal of helping all babies be born healthy and reducing the incidence of premature birth and birth defects across the nation.

You might include information on your Miles for Babies celebration party and any other events or activities you may be holding.

miles for babiessm

