



## **MEDIA ADVISORY**

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## **REGISTRATION BEGINS FOR R BABY FOUNDATION'S ANNUAL MOTHER'S DAY RUN/WALK IN CENTRAL PARK**

### ***Second Annual Run/Walk to Raise Awareness and Funds to Improve Medical Care for Infants Promises More Fun and Prizes and a Great Way to Start Your Mother's Day***

**NEW YORK – March 11, 2010** – R Baby Foundation, the only non-profit focused on improving pediatric emergency care for infants, announced today that registration has begun at [www.rbabyrunwalk.org](http://www.rbabyrunwalk.org) for its Second Annual Mother's Day Run/Walk—a great way to kick-off Mother's Day. The event is being held in partnership with New York Road Runners on Sunday, May 9 in Central Park, and supporters from around the country can join in the effort virtually, as well.

"Saving babies' lives—and ensuring that all children make it to their first Mother's Day—is something that we can accomplish together," said R Baby Co-founder Phyllis Rabinowitz. "It is our mission at R Baby to address critical issues around the lack of quality infant care in emergency rooms across the country. Our grant programs are making a huge impact in changing infant healthcare for all families, and the Run/Walk is an important part of our effort."

Race participants have the option of choosing the 4-mile run, which serves as a marathon qualifier, or the 1.3-mile health walk; children ages 2 to 12 are invited to participate in the Kids' Fun Run. Beyond the Run/Walk, supporters are invited to partake in a variety of fun-filled activities, including a Nike sports tent with sports and activities for the whole family; an apple seeds' Mother's Day crafts area featuring do-it-yourself gifts and keepsakes; and a rock 'n' roll performance by the Raggs Kid Band and songs for seeds Band, as well as other exciting interactive activities.

Participants also have the opportunity to celebrate the special mothers in their lives with the inaugural R Mother Awards. Participants are encouraged to create a fundraising team in honor of a remarkable mother in their lives. Nominated mothers are recognized with a congratulatory certificate and become eligible for a series of Mother's Day perks and prizes based on the team's fundraising results, including a race-day bouquet, recognition in the *New York Post*, and grand prizes like a vacation to Whistler, British Columbia. The mother nominated by the team that raises the most for R Baby will serve as a Grand Marshal of the Run/Walk and will commence the event by cutting the ribbon alongside celebrities and other notables.

"Celebrating the moms in our lives with the R Mother Awards is the perfect Mother's Day gift. The nominating teams pay tribute to moms with fundraising that could give the gift of life," added Phyllis Rabinowitz.

"Last year, thousands of people raised hundreds of thousands of dollars to help save babies' lives, and this year's event promises to be even more memorable," said R Baby Co-founder Andrew Rabinowitz.

“The Run/Walk provides loads of fun for the whole family—and whether you come for the workout or the fun and games that follow, you’re sure to have a great time and a truly memorable day.”

According to the World Health Organization, the U.S. ranks 36<sup>th</sup> in infant mortality among 196 developed nations, and research from The Institute of Medicine shows that most children receive emergency care in general hospitals, which are less likely to have pediatric expertise, equipment and policies in place for the care of children.

“This is an incredible event—and a cause that helps ensure that all babies have the medical care that gives them the best chance at life,” said Andy Jagoda, MD, FACEP, Chair of Emergency Medicine at the Mount Sinai School of Medicine. “The challenge of ensuring the highest quality emergency care for our infants and children must be addressed and given as high a priority as the healthcare insurance crisis. The Institute of Medicine has reported that not all hospitals are adequately prepared to recognize and treat the critically ill baby; we must work together so that that no baby’s life is lost due to lack of training or resources.”

The registration website, [rbabyrunwalk.org](http://rbabyrunwalk.org), allows visitors not only to register for the Run/Walk, but also to share their stories, post pictures, create individual fundraising pages, form teams, nominate mothers for the R Mother Awards, and spread the word about the event. The New York Road Runners registration fee is \$33 for non-members; New York Road Runners members are entitled to a reduced rate. Teams are encouraged to utilize the interactive Run/Walk website to fundraise to support R Baby.

Supporters who do not wish to participate in the Run/Walk portion of the day can still make a difference by signing up as cheer members on the website and can enjoy the Fun Family Festival at the Bandshell in Central Park. R Baby is also offering the opportunity to build virtual teams, allowing supporters to participate by joining the cause online.

Run/Walk sponsors include: Marathon Asset Management; Citco; Sidley Austin; Gotham Technology; Lowenstein Sandler; Rothstein Kass; Credit Suisse; Bloomberg; Boies, Schiller & Flexner, LLP; Deutsche Bank; Equinox; Ernst & Young; Houlihan Lokey; NorthPoint Solutions; Seward & Kissel LLP; and Tudor. Run/Walk partners include: birds nest productions; Forty Weeks; Moms on the Move; Nike; apple seeds; *Fit Pregnancy*; *New York Post*; and PIX 11.

## **ABOUT R BABY FOUNDATION**

R Baby Foundation was established in 2006 to organize and fund efforts to improve the outcomes of medical care for infants, particularly those who contract certain viral infections within the first month of life. R Baby Foundation® is the first and only not-for-profit foundation uniquely focused on saving babies lives through improving pediatric emergency care. R Baby Foundation is dedicated to ensuring that babies, including those in the first month of life suffering from viral infections and other infectious diseases, receive the highest quality of care and service through supporting life-saving pediatric training, education, research, treatment and equipment. R Baby is a 501(c)(3) non-profit charitable organization.

### **Multi-media assets:**

**Video:** [R Baby Race 2010](#)

**Video:** [Watch how the R Baby POISE Network is saving lives](#)

**Learn more at [www.rbabyfoundation.org](http://www.rbabyfoundation.org). Register today at [www.rbabyrunwalk.org](http://www.rbabyrunwalk.org).**