



R Baby Foundation to Toast Five Years and \$5 Million Raised for Improvements in Emergency Pediatric Care at the R Baby Five-Star Food & Wine Gala

Edward Kennedy, Jr., Tim and Nina Zagat to Join New York's Top Chefs & Exclusive Vintners to Save Babies' Lives at The Plaza on May 9, 2012

NEW YORK, April 26, 2012 /PRNewswire/ -- One in five children will visit a local emergency room this year--but will their local hospital be ready to treat them? According to [The R Baby Foundation](#), the first and only not for profit foundation uniquely focused on saving babies' lives through improving pediatric emergency care, there are vast disparities in pediatric preparedness in United States Emergency Departments (ED) in training, equipment and supplies. To bring attention to their critical mission, R Baby will host the R Baby Five-Star Food & Wine Gala at The Plaza Hotel on Wednesday May 9, 2012.

In the U.S. alone, 20,000 newborns die during their first month of life (with 30,000 babies dying before their first birthday each year). Children make up 27 percent of all ED visits, but only 6 percent of EDs in the U.S. have the necessary supplies for pediatric emergencies, and emergency room doctors historically spend only 8% of their training in pediatrics. To date, there is no standard definition of a Pediatric Emergency Department (PED) in the U.S. and little clarification provided to parents on where to find the best available care for their children in an emergency.

R Baby was founded by Andrew Rabinowitz, Partner and COO of [Marathon Asset Management](#), and his wife Phyllis, in the aftermath of the tragic passing of their newborn daughter. Born healthy, Rebecca developed suspicious symptoms that were misdiagnosed as a common cold in the Emergency Room. Discharged from the hospital, Rebecca died the next morning-- at just nine days old --the result of the entroviral infection that could have been treated if properly diagnosed.

In celebration of its fifth birthday milestone, one thousand guests are expected to honor the impact of R Baby Foundation's groundbreaking efforts to improve pediatric emergency care through unique partnerships forged with the medical community (including the nation's top ten children's hospitals) as well as parent advocates and families they have helped.

Keynoted by Edward M. Kennedy, Jr., the night will wow guests with a one-of-a-kind auction and an exclusive tasting menu with stations hosted by executive chefs from New York's top restaurants including *Aureole*, *Gramercy Tavern*, *Fishtail by David Burke*, *Four Seasons Restaurant*, *Oceana*, *CPS Events at The Plaza* and *Rouge Tomate*, along with wine curated by *Per Se* Sommelier Anani Lawson and divine desserts from *The Plaza*, *Epicerie Boulud* and an artful display by the cupcake mavens of *Baked by Melissa*.

Tim and Nina Zagat, co-founders and co-chairs of Zagat Survey, will be among the featured speakers who will share personal stories and support for R Baby, and will also generously help raise funds by auctioning off a personally-escorted themed tour of notable restaurants in New York City, followed by dinner for four with the dynamic culinary duo.

The evening will honor Lou Hanover and Bruce Richards (Co-Founders of Marathon Asset Management), Dr. Vinay Nadkarni, Endowed Chair, Pediatric Critical Care Medicine, The Children's Hospital of Philadelphia, Julia Beck (Founder & CEO of Forty Weeks) and Angela and Thomas Torillo, recipients of the R Baby Courage Award. Sandie O'Connor, Treasurer of JP Morgan Chase, will also be a featured speaker. Deron Williams of the NJ Nets will also attend and a special celebrity mom is expected to host the evening (to be announced).

"Since its birth, R Baby has raised \$5 million and 90 percent of every dollar raised has been dedicated to improving emergency pediatric care. Initially these programs are estimated to impact hundreds of thousands of babies a year – with millions affected in time," said Andrew Rabinowitz. "We appreciate everyone who has come out to support the cause and invite others to get involved in future R Baby activities. We are honored these esteemed culinary celebrities have chosen to help us raise awareness and educate other young parents to the unique risks associated with newborns and on how to be the best advocate for your baby during critical times of illness."

"As we grieved Rebecca's untimely passing, we were shocked to learn that there was such a lack of training and preparedness in emergency rooms for babies and children--and that the medical community was on board to make a change," explains Phyllis Rabinowitz. "The R Baby Foundation was born in Rebecca's memory--to ensure that any baby or child in an emergency receives the best available healthcare. We are humbled that so many will join us as we reflect on five years of incredible accomplishments and toast to a better future for babies."

The Gala's epicurean experience will include tasting stations from blockbuster chefs including:

Anani Lawson, Master Sommelier -- *Per Se*
Marcus Gleadow Ware, Executive Chef-- *Aureole*
Michael Anthony, Executive Chef/Partner -- *Gramercy Tavern*
Chris Shea, Executive Chef -- *Fishtail by David Burke*
Ben Pollinger, Executive Chef -- *Oceana*
Chris Jaeckle, -- Former Chef de Cuisine, *Ai Fiori*
Jeremy Bearman --Executive Chef, *Rouge Tomate*
Jack Kiggins -- Executive Chef, *The Plaza, CPS Events*
TBD, *The Four Seasons Restaurant*
Mymi Eberhardt -- Pastry Chef, *Epicerie Boulud*

Baked by Melissa will also be creating an elaborate display of 750 cupcakes

Wineries including Arkenstone, Blackbird, Buehler, Potts Wines, Melka, Viader and Roy Estate will participate to tasting bars and The R Baby Giving Tree--a unique 15-ft tall tree where guests can donate to purchase a glass hanging from its branches for tastings from exclusive bottles.

ESPN Fantasy Anchor Matthew Berry will lead a live auction with experiences including the Zagat tour with Tim & Nina Zagat, an exclusive Napa Valley Vineyard Tour for Four Curated by Master Sommelier Anani Lawson; a Luxury African Safari at Ongava Reserve, and more. There will also be a silent auction.

The R Baby Five Star Food & Wine Gala is sponsored by Marathon Asset Management; Avis and Bruce Richards; Brifor, Capital One; Citco; CITI; Houlihan, Lokey, Howard & Zukin; Meisel, Tuteur & Lewis; NorthPoint Solution; Sandton Partners/DBC Concept Capital Markets; Seward & Kissel LLP; Sidley Austin, and over 60 other corporate supporters, media, community and event partners.

Tickets (\$500 per person) are available at rbabyfoundation.org/fivestargala.

For further information about R Baby, please contact Executive Director Katie McCulloch at 973.564.8611 or info@rbabyfoundation.org. To sponsor the event, contact Darren Port at darren@poweredbyprofessionals.com or 646.278.6735.

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.

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