



2017 Cedar Rapids March for Babies Fact Sheet

what is march for babies ?

March for Babies, the nation's premier walking event, is held in 500 communities across the United States and involves more than 7 million people each year.

why march in Cedar Rapids?

Lace up your sneakers and join us at March for Babies on **Sunday, April 23rd at Rockwell Collins**. Over 1500 participants will gather to take the 2.5 mile stroll throughout the Rockwell Collins campus. March for Babies provides a memorable and rewarding day for the whole family. The Cedar Rapids March for Babies invites community members of all ages to walk for stronger, healthier babies. Our fundraising goal is to raise \$200,000.

why march of dimes ?

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. **Each year, in Iowa, 1 out of 10 babies is born premature.** The March of Dimes spends 76 percent of the money raised in March for Babies on research and programs that support:

- All-important research offering prevention and solutions for babies born too soon or with birth defects
- Educate women on how they can increase their chances of having a healthy baby
- Push for newborn screening, and health insurance for all pregnant women and children

how do I get involved ?

Anyone can sign up for March for Babies and create a team with their family, friends or colleagues at marchforbabies.org or by calling the Lindsey Gruber, Executive Director, at 319-693-2781 or lgruber@marchofdimes.org

Saving babies together

- ✓ Start or Join a team
- ✓ Set a goal, earn incentives
- ✓ Recruit walkers
- ✓ Personalize your page
- ✓ Attend or host a Kickoff
- ✓ Online Fundraising
- ✓ Power of Social Media
- ✓ Plan engagement activities
- ✓ Engage your Vendors
- ✓ Company Sponsorships
- ✓ Company Matching Gifts
- ✓ Use marketing material provided by the March of Dimes
- ✓ Meet with March for Dimes staff



start your team at marchforbabies.org