



November 1, 2007

## Help Give All Babies Their 9 Months

Did you know...

- \* Nearly half a million babies are born prematurely each year.
- \* Premature birth is the number one killer of newborns.
- \* One in eight babies in the United States is born prematurely.
- \* In nearly half of premature births the cause is unknown.
- \* Premature babies face serious lifelong health problems. On average charges for one infant with principal diagnosis prematurity is \$58,000-- compared to \$1,300-- a newborn without complications.

We have teamed up with The March of Dimes to raise funds and awareness during the month of November for Prematurity Birth Awareness month. The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Our mission is help find ways and products that will make sure all babies get their full nine months!

Please help us by making a donation, either through our site or The March of Dimes homepage and by letting other moms know about ways to help babies be born healthy.

The advertisement is enclosed in a brown border. At the top, the logo "babykick." is displayed in blue and pink, with the tagline "Innovations for safe and healthy pregnancy" below it. The central image shows a white, handheld "KickTrak" device with a digital display and buttons, resting on a stack of folded baby clothes. Below the image, the text "KickTrak™" and "Baby Kick Counter" is written. At the bottom, a message reads: "WE ♥ THAT THIS COMPANY GIVES BACK TO First Candle/SIDS Alliance".