

march of dimes[®]

blue jeans for babies[®]

What is Blue Jeans for Babies?

A paid casual day to benefit the March of Dimes and its mission to give every baby a fighting chance. Participants make a donation (typically \$5.00) and receive a sticker indicating they have permission to dress down in jeans (or other desired casual attire) on the designated *Blue Jeans for Babies* day(s). If your dress code is already casual, no problem! How about a "silly hat", "wear purple for preemies", "Hawaiian shirt", or other theme day? Have fun & be creative!



When can we participate?

Anytime! Just choose the day(s) that works best for your workplace/school and let us know so we can provide you with stickers and posters.

Where does the money go?

Locally, the funds raised by March of Dimes are being used to:

Help Moms ~ Last year, over \$90,000 in community grants was awarded to agencies across the state, including hospitals, medical centers, and community agencies, to provide prenatal education, improve quality of care for pregnant women & their newborns, offer training and tools to hundreds of health professionals, and ultimately improve birth outcomes.

Support Families ~ Hundreds of families with a baby in the neonatal intensive care unit benefit from resources provided through our NICU Family Support Program at Connecticut Children's NICU at UCONN Health and Yale-New Haven Hospital. These families receive materials, information and support during a time when comfort and education are vital.

Fund Research ~ \$1.4 million is currently funded in cutting-edge research grants at Yale University & School of Medicine, where brilliant researchers are looking for new ways to help improve maternal and child health.



HELP FUND THE MISSION WITH A 100% TAX DEDUCTIBLE DONATION!

With premature birth being the #1 killer of newborns, the mission of the March of Dimes is urgent. If you're unable to participate in this campaign, please consider making a 100% tax-deductible gift to support the organization's life-saving work.

For more information, please contact:

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