



march of dimes march for babies

making a difference

You and your company are helping real families in your community while working with the March of Dimes to help fight premature birth and birth defects. More than 20,000 companies partner with us through March for Babies to help more babies be born healthy.

top 5 reasons to march for babies

- 1 **it's a teambuilding experience**
Participating as a company team creates a special camaraderie that carries over into the workplace and enhances company morale and loyalty.
- 2 **you're in good company**
Join business leaders in your community and across the country. Associate your company with a respected organization and a great cause.
- 3 **you're a visible leader**
Demonstrate your corporate responsibility. Be recognized as a leader who is committed to the community.
- 4 **it's good for business**
Whether your company participates regionally or nationally, you benefit from brand recognition and create interest in your products or services.
- 5 **you're helping babies**
From senior management to individual team members, everyone in your organization can feel good about supporting families and helping babies.



"I'm honored to be the 2014 National Chairman of March for Babies, a role of great impact for the March of Dimes and for babies across the country. For three decades, Kmart's support of the March of Dimes has been an integral part of improving the lives of a generation of babies. Kmart is proud to be a catalyst for that support ... and I am privileged to be leading Kmart into the 31st year of this partnership to help advance the critical work being done on behalf of our tiniest citizens."

— *Tim Austin, Senior Vice President Retail Services-Kmart, Sears Holdings Corporation and 2014 National Chairman of March for Babies*



"The work of the March of Dimes fully aligns with GE's culture — to make a difference in the places where GE employees live and work. During the 2013 March for Babies campaign, 260 GE teams from across 28 states walked and raised money to help give babies a healthy start in life. In 2013, our team doubled its fundraising, and in 2014 I'm confident we will build on this momentum to have another record-breaking year."

— *Bill Fitzgerald, Vice President and General Manager, GE Aviation & 2013 National March for Babies Chairman*



"Babies represent our best hope for a bright future. At Cigna, we want nothing more than for them to be safe, happy and healthy. Supporting and nurturing families through every stage of their lives is what we do every day. We are proud of our 19-year partnership with the March of Dimes. We share a commitment to service, and a passion for helping babies and parents achieve their optimal health."

— *David Cordani, President and Chief Executive Officer, Cigna Corporation*

start your team at marchforbabies.org/teamwork



top 2013 teams

\$7 million+

Kmart Corporation*

\$5 million+

Publix Super Markets, Inc.

\$3 million+

Macy's*

\$1 million+

Cisco Systems

Citi

GE

Famous Footwear*

Farmers Insurance Group*

\$500,000+

AT&T

Bank of America Corporation

Cigna*

H-E-B

Sanofi Pasteur*

Stripes Convenience Stores

Sutter Health

UAW/Big Three Automakers

United Airlines*

\$250,000+

Actavis*

Alpha Phi Alpha Fraternity

Bank of the West

Bell Helicopter

Big 5 Sporting Goods

Blue Cross/Blue Shield

Centerpoint Energy

FBLA - PBL

FedEx Corporation

HCA INC

Jackson National Life Insurance

Los Angeles County

Mission Pharmacal*

Northside Hospital

PSE&G

UnitedHealthcare

UnitedHealth Group

Walmart

Wells Fargo & Company

Zeta Phi Beta, Sorority, Inc.

\$100,000+

AMERIGROUP Corporation

Anschutz Medical Campus

BBVA Compass

California Department of Motor Vehicles

City of Los Angeles

Comerica Bank

Ernst & Young

Express Scripts

Fairview Health Services

Flagstar Bank

GM Financial

Hannaford

Hardin Construction Company

Health Management Associates

Hess Corporation

Inova Health System

Johnson & Johnson

JP Morgan Chase

KeyCorp

Kiwanis International's Key Club

Kohl's

KPMG

The Kroger Co.

Longs Drugs

Michelin NorthAmerica, Inc.

Morgan Stanley

Northrop Grumman

Novant Health

Pediatrix Medical Group

Reliant Energy

Saint Luke's Health System

Seton Healthcare Network

Sigma Gamma Rho Sorority

State of Florida (City & County)

SunTrust Bank, Inc.

TCF Bank

Tenet Health

Texas Health Resources

UAW

United Supermarkets

U.S. Bank

Wright-Patt Credit Union Inc.

*indicated 2013 national sponsor



"United is committed to helping reduce premature birth rates and finding ways to prevent it. On behalf of my more than 85,000 co-workers, I'm proud

of our long-standing tradition as the Official Airline of the March of Dimes National Ambassador Program and a national sponsor of March for Babies."

— Jeff Smisek, Chairman, President and CEO, United Airlines



"Mission Pharmacal Company is a family business dedicated to helping mothers and babies by providing the very best healthcare products. Our

commitment is to help and to heal, and this is a shared idea of the March of Dimes. We salute the cause and proudly participate in March for Babies events nationally. It's an honor and privilege to be a noted partner and to have the opportunity to help so many."

— Neill "Gobie" Walsdorf, Jr., President, Mission Pharmacal Company

march  of dimes®
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National sponsors



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