



march for babies®

NIKO SURVIVED!
Born more than
3 months early.



TOP 5 REASONS TO MARCH FOR BABIES

Your company makes a valuable contribution to families in your community by joining March for Babies to help fight premature birth and birth defects.

More than 20,000 companies partner with us through this event to help more babies be born healthy.

1

YOU'RE HELPING BABIES

From senior management to individual team members, everyone in your organization can feel good about supporting families and helping babies.

2

IT'S A TEAM-BUILDING EXPERIENCE

Participating as a corporate team enhances camaraderie, company morale and loyalty.

3

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.

4

YOU'RE A VISIBLE LEADER

Demonstrate your corporate responsibility. Be recognized as a leader who is committed to the community.

5

IT'S GOOD FOR BUSINESS

Companies participating locally or nationally benefit from brand recognition and the opportunity to generate interest in their products or services.



"For more than 20 years, Cigna has been a presenting sponsor of March for Babies. Our support brings our company commitment to improving health and well-being to life for the many people who participate in this annual event. Thousands of Cigna employees pull together each year to support the March of Dimes in new and fun ways. Over the years, 71,000 employees have marched more than 560,000 miles and contributed more than \$30 million as part of Team Cigna. Together, we can give more babies a healthy start and bring health to the communities where we live and work."

— Lisa Bacus, Executive Vice President and Global Chief Marketing Officer, Cigna



"Team Kmart has great admiration for all families coping with the early birth of their child. Helping babies and families clearly resonates with our members and associates, and personally, I'm touched to be part of the March for Babies fundraiser. For more than 32 years, Kmart has proudly supported the March of Dimes ongoing efforts to fund education programs and research initiatives that can help more babies receive the healthy start in life they deserve."

— Alasdair James, President & Chief Member Officer, Kmart



"I'm proud to continue the UAW's fruitful partnership with the Detroit Three auto companies to support March for Babies. Together, we share the goal of helping mothers and babies in a program that unites us and shows everyone involved that together, we can achieve great things. Our fundraising efforts each year grow to help the March of Dimes even more in its mission of safeguarding the life of each newborn child in this country and honoring a history of accomplishment that improves lives today and for generations to come."

— Dennis Williams, President, UAW



"GE is proud to be among the top ten corporate supporters of March for Babies. In Houston, I was honored to serve as Chair of the 2015 March for Babies. I seized the opportunity to bring our GE Oil & Gas employees together to support the community. And despite challenges facing our business, more than 1,200 employees rallied to the cause. The team building was tremendous, and our excitement for March for Babies 2016 is even greater."

— Chuck Nugent, Vice President, Global Manufacturing, GE Oil & Gas

TOP 2015 TEAMS

\$9 MILLION

Kmart Corporation*

\$6 MILLION

Publix Super Markets, Inc.

\$2 MILLION+

Macy's*
United Airlines*

\$1 MILLION

Cigna*
Citi
Famous Footwear*
GE
UAW/Big Three Automakers

\$500,000+

Cisco Systems
H-E-B
Sutter Health

\$250,000+

AT&T
Alpha Phi Alpha Fraternity
Bank of America Corporation
Big 5 Sporting Goods
Blue Cross/Blue Shield
California Department of Motor Vehicles
FBLA - PBL
FedEx Corporation
HCA INC
Kaiser Permanente
Mission Pharmacal*
Northside Hospital
NRG Energy, Inc.
PSE&G
Walmart
Wells Fargo & Company
Zeta Phi Beta, Sorority, Inc.

\$100,000+

Advocate
AETNA
Bank of the West

Bell Helicopter
BGE
Black & Veatch
Centene Corporation
CenterPoint Energy
Comerica Bank
Corps of Cadets - March to the Brazos
Dell Inc.
Ernst & Young
Express Scripts
Fairview Health Services
Farmers Insurance Group
Flagstar Bank
GM Financial
Hannaford
Jack and Jill of America
Jackson National Life Insurance
Johnson & Johnson Company
Kohl's
KPMG
The Kroger Co.
Lockheed Martin

Longs Drugs
Los Angeles County
Lowe's Food
Memorial Hermann Healthcare Systems
Michelin NorthAmerica, Inc.
Morgan Stanley
Pediatrix Medical Group
Phi Beta Sigma Fraternity
PricewaterhouseCoopers
PSEG Long Island
Sigma Gamma Rho Sorority
Stanley Works
State of California (City & County)
State of Florida (City & County)
Strike
SunTrust Bank, Inc.
TCF Bank
Tenet Health
Texas Health Resources
U.S. Bank
UnitedHealth Group

*indicates 2015 national sponsor

BECOME A MARCH FOR BABIES NATIONAL CORPORATE TEAM



The National Corporate Team Program recognizes companies supporting our fight against premature birth through participation in March for Babies. The program encourages volunteerism, team building and leadership development, while connecting your company to the communities where you do business.

If you're interested in having your company become a National Corporate Team, please email us below, and we'll be happy to provide more information.

Send inquiries to nationalteams@marchofdimes.org

NATIONAL SPONSORS:

