



# 2015 First Coast March for Babies

## Fact Sheet

### what is march for babies ?

March for Babies, the nation's premier walking event is held in 900 communities across the United States and involves more than 7 million people each year.

### why march on the first coast ?

Lace up your sneakers and join us for **March for Babies on Saturday, April 18<sup>th</sup> in Downtown Jacksonville, at EverBank Field.** Over 5,000 Northeast Florida residents will gather to take the stroll through downtown for stronger, healthier babies. It will provide a memorable and rewarding day for the whole family including a Kids Zone with activities for children, a DJ on the main stage, food and much more. First Coast March for Babies is proud to have **Jim O'Loughlin, President & CEO of Memorial Hospital** as the 2015 March for Babies Chair for the March of Dimes.

### why march of dimes ?

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. **Each year, in Florida, 1 out of 7 babies are 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](http://marchforbabies.org) or by calling the Northeast Florida Division office at (904) 398-2821.

### In your neighborhood

**First Coast  
March for Babies**  
Saturday, April 18, 2015  
EverBank Field -  
Pepsi Cabana Village  
Downtown Jacksonville  
Registration: 8:00 a.m.  
Walk starts: 9:00 a.m.

For more information, please  
contact March for Babies  
lead, Katie Ownby at  
[sownby@marchofdimes.com](mailto:sownby@marchofdimes.com)  
or (904) 239-5823

**Northeast Florida Division  
March of Dimes**  
4040 Woodcock Dr., Ste. 147  
Jacksonville, FL 32207  
(904) 398-2821  
(904) 398-8299



**start your team at [marchforbabies.org](http://marchforbabies.org)**