

## FIGHT PREMATURE BIRTH

In the United States, 380,000 babies were born too soon this year. In 2003, the March of Dimes launched the Prematurity Campaign to address this crisis and to help moms have full-term, healthy babies. We're funding lifesaving research at our five Prematurity Research Centers and speaking out for moms and babies to get legislation to improve care for all families. Every year, 15 million babies are born prematurely worldwide, and we've launched our campaign to help moms and babies across the world. Help give every baby a fighting chance at [marchofdimes.org/prematurity](http://marchofdimes.org/prematurity).



## HELP US FIGHT ZIKA

The March of Dimes has taken a leadership role in promoting awareness and prevention tactics to combat Zika virus. Zika infection during pregnancy can cause serious birth defects, including microcephaly. Babies with microcephaly have heads that are smaller than expected, and often have smaller brains that don't develop properly. We are proud of our role in starting the national #ZAPzika campaign and in pushing Congress to help fight this health crisis. But that was only the first step down a long road. Learn more about Zika and how you can protect yourself and your family at [marchofdimes.org/zika](http://marchofdimes.org/zika).



## 2016 PREMATURE BIRTH REPORT CARDS

In 2016, the nation's preterm birth rate increased for the first time in eight years. The latest March of Dimes Premature Birth Report Cards show how the United States has taken a step backward with a preterm birth rate of 9.6 percent — that's a "C" grade amidst disparities in prematurity rates across races and ethnicities. These Report Card grades give us a snapshot of the work we have yet to do to fight prematurity and to improve the health of every baby. Find out more about premature birth in your state at [marchofdimes.org/reportcard](http://marchofdimes.org/reportcard).



**Saturday, April 29, 2017 - Greeley**  
 Registration: 9:00 a.m. - Event Start: 10:00 a.m.  
 Bittersweet Park  
 35th Ave & 16th St.  
 Greeley, CO 80631

**Saturday, April 29, 2017 - Boulder**  
 Registration: 9:00 a.m. - Event Start: 10:00 a.m.  
 East Interlocken Park  
 282 Interlocken Blvd  
 Broomfield, CO 80021

**Saturday, April 29, 2017 - Larimer County**  
 Registration: 9:00 a.m. - Event Start: 10:00 a.m.  
 Fort Collins City Park  
 1599 City Park Dr.  
 Fort Collins, CO 80521

**Saturday, April 22, 2017 - Denver**  
 Registration: 9:00 a.m. - Event Start: 10:00 a.m.  
 City Park  
 1700 N. York St.  
 Denver, CO 80206

## BE A CHAMPION FOR BABIES

Premature birth is the #1 killer of babies. But it doesn't have to be. The money you raise in March for Babies supports programs that help moms have healthy, full-term pregnancies. It also funds research to find causes and preventions. By setting your goals high and raising \$1,000 or more, you enter an elite group called the March for Babies Circle of Champions — passionate fundraisers who are committed to making a difference in the fight against birth defects, premature birth and other health problems that threaten babies' lives.

## ANNUALLY IN COLORADO

- 65,830 babies are born
- 5,517 babies are born preterm
- 1,990 babies are born with a birth defect
- Prematurity and birth defects are leading causes of infant mortality
- 333 babies die before reaching their first birthday
- The societal cost of premature birth is \$285 million per year in Colorado alone
- We invested \$79,770 in maternal and child health community grants in Colorado
- We funded research grants totaling nearly \$24 million nationally

## COLORADO PRIORITIES

In 2017 through 2020, we'll be focusing on the following to reduce premature birth in Colorado:

- Improving access to "17P" (progesterone) for women who have had a prior preterm birth. Eligible pregnant women who have had a prior preterm birth can receive injections of "17P" to reduce their risk of another premature birth.
- Encouraging women to space pregnancies at least 18 months apart.
- Expanding access to group prenatal care. Group prenatal care reduces rates of preterm birth.

# march for babies®

march of dimes  
 A FIGHTING CHANCE FOR EVERY BABY



Sign up at [marchforbabies.org](http://marchforbabies.org)   

National sponsors



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Media Partners



**Saturday, April 29, 2017 - Greeley**  
[marchforbabies.org/event/greeley](http://marchforbabies.org/event/greeley)

**Saturday, April 29, 2017 - Boulder**  
[marchforbabies.org/event/boulder](http://marchforbabies.org/event/boulder)

**Saturday, April 29, 2017 - Larimer County**  
[marchforbabies.org/event/larimer](http://marchforbabies.org/event/larimer)

**Saturday, April 22, 2017 - Denver**  
[marchforbabies.org/event/denver](http://marchforbabies.org/event/denver)

## Help give every baby a fighting chance

In the United States, 1 in 10 babies is born prematurely, like Kaya, who was born 4 months early and spent 163 days in the Newborn Intensive Care Unit (NICU). By raising money for March for Babies, you're helping fund March of Dimes' programs and research that save babies' lives and give moms the support they need to have healthier pregnancies.

Visit [marchforbabies.org](http://marchforbabies.org) to sign up today. Start or join a team and tell your friends that you're raising money and awareness to fight birth defects, premature birth and infant mortality.



KAYA

## This year with your help



- **\$20 million** was invested in research to prevent and treat premature birth and birth defects.
- **200** of the brightest minds at our Prematurity Research Centers continued to work together to find the causes of premature birth and keep it from happening.
- **80,000** visited [shareyourstory.org](http://shareyourstory.org) and found support with other NICU families.



## 5 easy ways to raise money



Use all of these fundraising strategies to reach as many people as possible.

- 1 Online**  
Send emails and follow-up and thank-you messages — it's easy to do from your personal fundraising page at [marchforbabies.org](http://marchforbabies.org)
- 2 Social media**  
Spread the word to all your Facebook friends and followers on Twitter and Instagram
- 3 In person**  
Tell friends and family that you're raising money, and remember to ask them, as well as your local merchants and service providers to support you
- 4 In a letter**  
Handwrite a personal message to get donations — a letter is a great way to catch people's attention, and it's a physical reminder they will not miss
- 5 With a matching gift**  
Tell your donors to ask their employers about a matching gift — it's a simple way to double your money

## 3 ways to sign up today



Sign up and start raising money immediately to help families in your community.

- 1** Sign up and fundraise at [marchforbabies.org](http://marchforbabies.org) with emails, donation tracking and a personalized page to share your story
- 2** Sign up by calling (800) 525-9255
- 3** Sign up with this form — just fill it out and bring it to a March for Babies event near you

Team name

First name

Last name

\*Address

City, state, ZIP

Phone number

\*Personal email

Company email

Gender

Female  Male

Age

T-shirt size

S  M  L  XL  XXL

\*A mailing and email address are necessary to receive incentives.

For office use only

## My fundraising

Total raised online

Total brought in today

Matching gifts

Use an envelope to collect cash and checks, which you can hand in on Bank Day or the day of your event.

## Rewards for helping babies

Many participants raise \$200 to \$300 — top fundraisers raise \$1,000 or more and become members of our special Circle of Champions.



RAISE	RECEIVE (one item per person)
\$100	March for Babies event T-shirt
\$250	Tumbler or game day carry all tote
\$500	28 can cooler or unisex hooded T-shirt
\$1,000	Option of men's/ladies tonal blend 1/4 zip pullover or men's/ladies polo
\$2,500	Eddie Bauer backpack or men's/ladies new englander rain jacket
\$5,000	Sports chair or men's/ladies Callaway soft shell jacket
\$10,000+	High Sierra rolling suitcase or adventure wagon

Deadline for participants to qualify in spring events is June 30, 2017

In consideration of the furtherance of the March of Dimes mission, and in consideration of the March of Dimes permitting me to participate in the March for Babies event, on behalf of myself, my heirs, executors, administrators and assigns, by submitting this form or by participating in this event, I hereby waive and release any and all rights and claims for damages or injuries that I might sustain while taking part in said event or as a result thereof against the March of Dimes or any other person connected with the event. By participating, I give the March of Dimes permission to take photographs or video of myself and my children at the event and use them on their websites, in print and in other media to promote the March of Dimes mission.

As a policy matter, the March of Dimes prefers not to accept restricted donations for March for Babies. However, you may request in writing to have your personal donation be restricted, and the March of Dimes will honor it. Walkers cannot legally restrict donations on behalf of their sponsors without the sponsors' written permission.



**Signature** (If under 18, parent or guardian signature)