



# The March for Babies **EXPERIENCE**

Making the lifesaving mission of the  
March of Dimes come alive

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A FIGHTING CHANCE FOR EVERY BABY™

# Telling the March of Dimes Story

## ∞ Hope

*Sharing the progress we have made and healthy pregnancy messaging*

## ∞ Remember

*Remembering the babies we have lost*

## ∞ Celebrate

*Celebrating our NICU and special care graduates*



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# Hope

The March of Dimes is committed to a world in which **every baby has a fighting chance.**

Through community programs, advocacy, research, education and support, the March of Dimes works for **healthy moms, healthy pregnancies and healthy babies.**

The “Hope” component of the walk route and throughout the festival site will share messages about healthy babies and the great work and history of the March of Dimes – work that **provides hope for every family.**

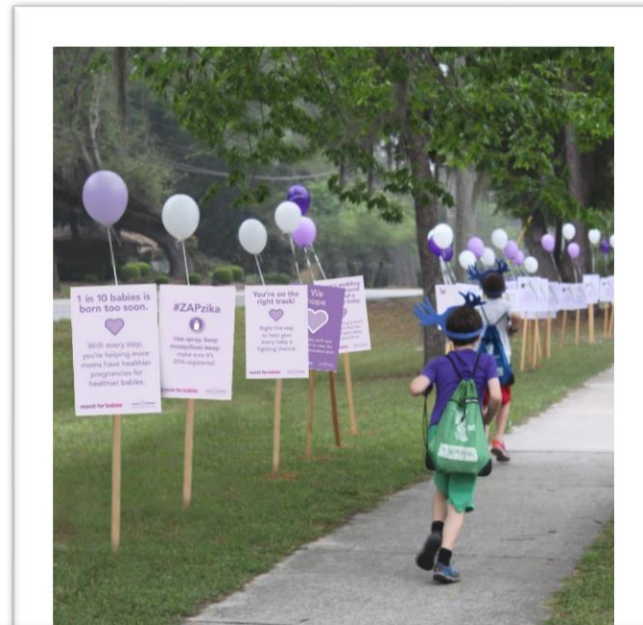
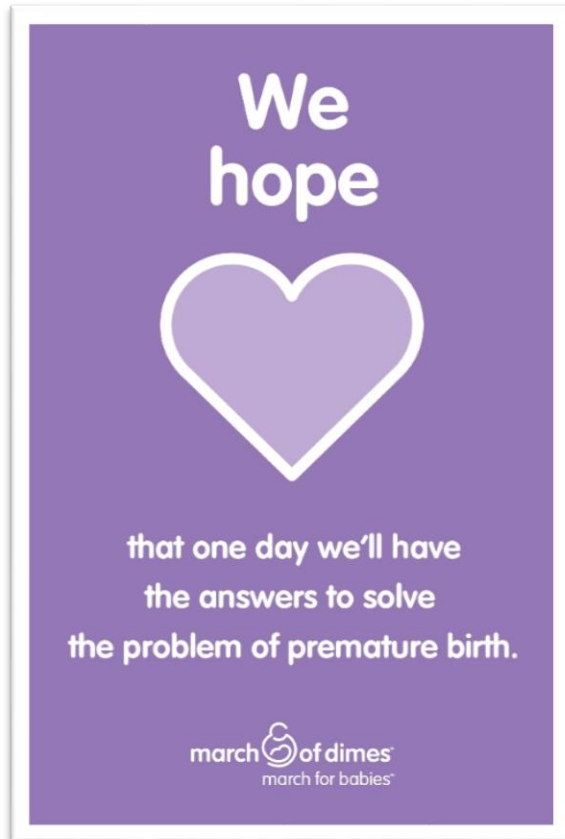
# Hope: Festival Site



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# Hope: Walk Route



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# Remember

*Until every baby survives, we will walk to remember those we lost.*

Participants will walk the **Memory Mile** on the route, reading the names of babies who have passed. At the end, walkers can add the name of a baby they lost (if not already included).

At the festival site, those who have experienced loss will find a meaningful way to remember their baby by planting a "butterfly flower" with their baby's name in the **Memory Garden**.

The Memory Garden also features a very special **wishing tree**, where all participants are invited to write a warm thought in support of those who have traveled this unimaginable path. Once written, the "butterfly wishes" are hung on the tree, creating a beautiful visual of this **powerful network of support**.



# Remember: Memory Garden



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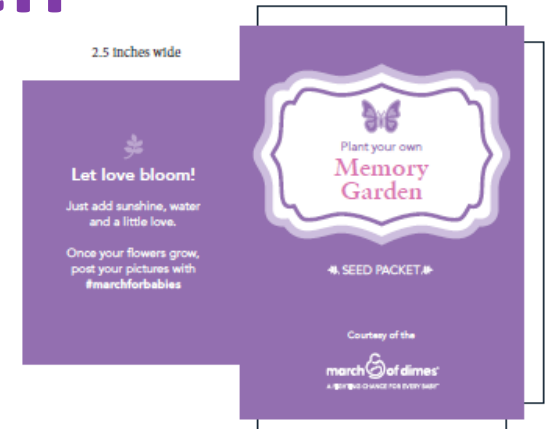
# Remember: Memory Garden



*Bereaved Families will receive a seed packet to take home, with a quote, "Let Love Bloom! Just add sunshine, water and a little love."*

*Bereaved families are invited to write their baby's name on a butterfly and place it in the memory garden.*

*Everyone is invited to hang a butterfly on the wishing tree with a message for the families who have experienced loss.*



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# Remember: Memory Mile



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# Celebrate

**NICU or special-care-nursery graduates** are our honored guests at every March for Babies walk. We celebrate their accomplishments and their families' journey with special moments throughout the day.

Families won't want to miss the **Superhero Sprint** – complete with purple cape, the **Ambassador Avenue** that finishes the walk route, a **symbolic lei** for mom and dad, and loads of good times in the **Family Fun Zone**.

# Celebrate: Festival Site



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# Celebrate: Ambassador Avenue



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# March for Babies & YOU

With nearly 500 events nationwide, March for Babies **brings together communities** in support of our lifesaving work.

At March for Babies we **hope, remember** and **celebrate** together, and make the March of Dimes mission come alive for our participants.

**We can't do it without you.** Our partners present our events side-by-side with the March of Dimes. Our mission touches every person in our communities and our focus is on making our events great in particular for **moms, babies and families.**

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