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**Fact Sheet:**

**March of Dimes® 2014 imbornto® Campaign**

**WHAT:** Every baby is born into this world to do something special and unique. But they can’t do it alone. Mothers and fathers are the guiding lights for where a child can go in life. That’s the inspiring message of the March of Dimes 2014 imbornto campaign, a national cause marketing campaign that celebrates and thanks the mothers and fathers who are the guardians of their children’s health and safety before and after birth.

**WHO/WHEN:** March of Dimes and all of its partners celebrate mothers and fathers on Mother’s Day and Father’s Day – and every day, all year long. This Mother’s and Father’s Day purchase a gift from our partners and March of Dimes can help ensure babies are born strong and healthy. Babies – and parents – will thank you.

**WHERE:** 2014 imbornto partners include Martha Stewart Living Omnimedia, Inc., The Bon-Ton Stores, Inc., Mud Pie, Scentsy, e.p.t.**TM** , Family Planning Solutions, Oral-B®, Kmart and eBay. Visit [www.imbornto.com](http://www.imbornto.com) for more information.

**WHY:** The imbornto campaign raises money for the organization's vital research and programs that improve the lives of babies and families everywhere. The campaign takes place annually in the weeks leading up to Mother’s Day through Father’s Day. Visit [www.imbornto.com](file:///C:\Users\lmasonso\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\I9G76VXD\www.imbornto.com) for more information.

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**About the March of Dimes:**

For more than 75 years, March of Dimes has been a leading nonprofit organization for pregnancy and baby health. With chapters nationwide March of Dimes works to improve the health of babies by preventing birth defects, premature birth, and infant mortality. Founded in 1938 by President Franklin D. Roosevelt, the original mission of the March of Dimes was to defeat polio. By 1955, with funding from the March of Dimes, the Salk vaccine had been developed, followed by the Sabin vaccine in 1962, and polio was on its way out. Throughout its organizational history, March of Dimes has tackled the problems of the nation's moms, babies and families. Campaigns have supported polio, birth defects, folic acid, newborn screening and premature birth. Visit our mission page for more information on March of Dimes.