

corporate connections

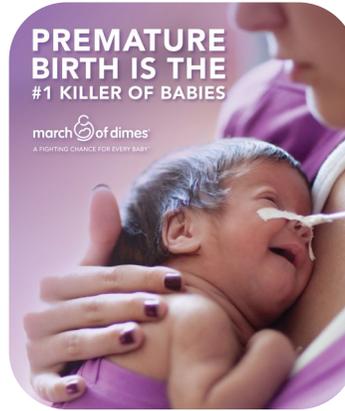


World Prematurity Day

Premature birth is the #1 killer of babies in the United States and the leading cause of death in children under 5 around the world. In the United States, 1 in 10 babies is born too soon, and many who survive face serious health problems. These staggering statistics are bringing more attention and urgency to global initiatives to address preterm birth. Take a few minutes to watch this incredible [video](#) about prematurity worldwide.

November is Prematurity Awareness Month® and a time when the March of Dimes focuses the nation's attention on premature birth. The month kicks off with the release of our annual Premature Birth Report Card on November 5, and with various activities, including building lightings, advocacy initiatives and special events. On November 17, the March of Dimes and our [partner organizations worldwide](#) will recognize World Prematurity Day, helping to raise even more awareness for this important global cause.

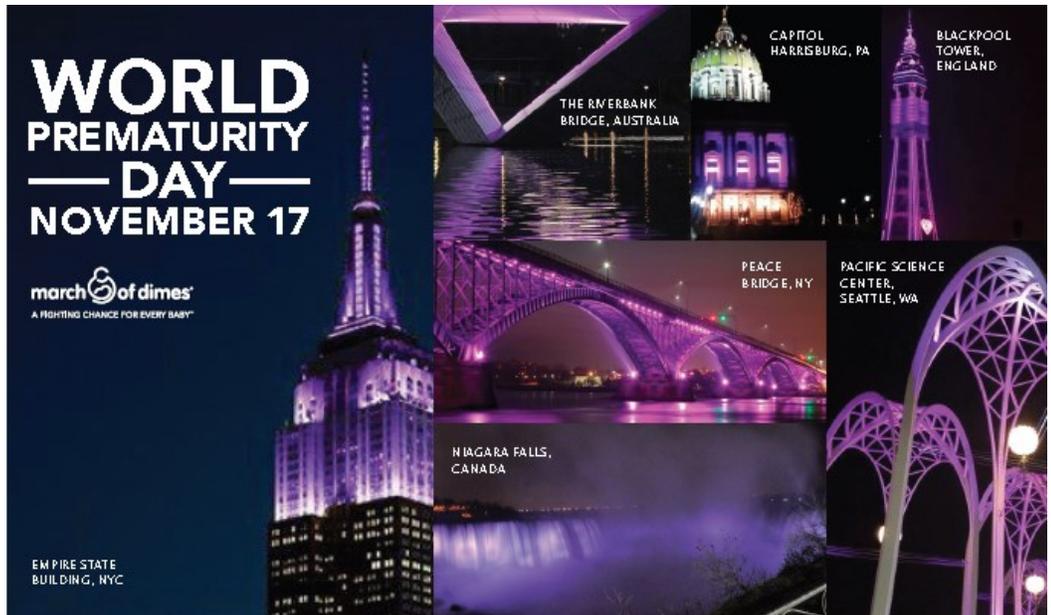
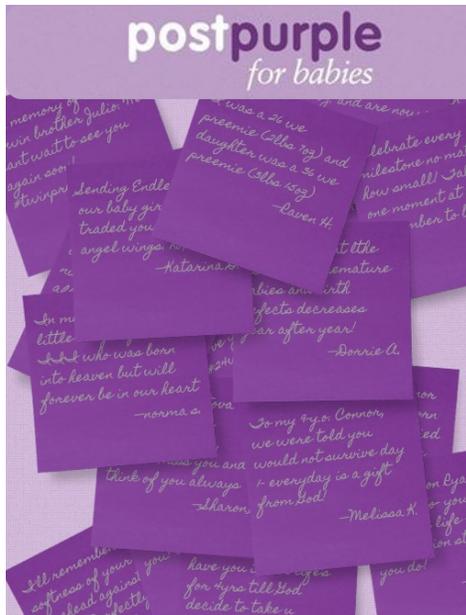
In this special issue of Corporate Connections, we highlight many of the activities happening throughout November and share ways you and your organization can get involved. We hope you will join us!



Prematurity awareness toolkit for partners

Join the March of Dimes along with our partners and supporters from all over the globe in spreading the word about premature birth. There are many ways to get involved, and it's easy to get started with our new partner activity toolkit!

Turn your office purple, Post Purple for Premies, share messages with your friends on social media or send emails to your staff...these are just a few ways you can show your support and help us raise awareness during the month of November. Click [here](#) to view the toolkit and learn more!



did you know? You can make an impact on premature birth! All it takes is one simple act. Leave a note on our [Post Purple](#) wall and share a memory, offer a wish or celebrate an amazing moment. Your note will help raise awareness and strengthen our community close to home and around the world. Visit purple.marchofdimes.org.

Famous Footwear is a proud supporter of Prematurity Awareness Month. Shop and make a donation at Famous Footwear in store or [online](#) between November 7 and 21, and you'll receive a 10% off coupon for a future purchase. Rewards members will also receive 15 bonus points for a donation of \$2 or more.



Help raise awareness of premature birth by joining our World Prematurity Day Thunderclap on November 17 at 9 a.m. ET. Click [here](#) to register your social media accounts (Twitter, Facebook or Tumblr) and join thousands of supporters as we make our voices heard for premature birth!

