

corporate connections



The importance of vaccinations

As children return to school, it's important to ensure that they are up to date on all of their vaccinations for vaccine-preventable diseases, such as measles, mumps and pertussis. Vaccines are the most effective means of protecting children from potentially serious infectious diseases and stopping the spread of disease.

"A back-to-school check-up is an ideal time to make sure that your child's immunizations are all up to date," says Edward R.B. McCabe, MD, MPH, March of Dimes chief medical officer. "The more children who are fully immunized, the less the risk of exposure to vaccine-preventable diseases."

The March of Dimes fully supports school immunization requirements and advocates against non-medical exemptions to vaccination. More information on childhood vaccines is available on the March of Dimes website by clicking [here](#).

Since 2009, the March of Dimes has been working with Sanofi Pasteur to help inform the public about the burden of infectious disease and the value of vaccines through two unique campaigns: *Sounds of Pertussis*® and *Word of Mom: Celebrating Generations of Healthy Advice*. For more information, click [here](#) or visit [vaccines.com](#).



Prematurity Awareness Month®

November is Prematurity Awareness Month, and November 17 will be recognized around the globe as the fifth annual World Prematurity Day. Prominent buildings and landmarks in many states will be shining in purple light to symbolize hope for a healthy start for more babies.

Our new Pledge Purple for Preemies online campaign asks individuals to commit to taking action during November to help us raise awareness and fight premature birth, the #1 killer of babies.

Prematurity Awareness Month is supported by millions of individuals and by local corporate partners and national supporters Procter & Gamble, Anthem Foundation and Famous Footwear. Click [here](#) to learn more.

partner spotlight

Macy's and the March of Dimes have once again joined forces for Macy's annual Shop For A Cause — a fundraising campaign that allows customers to donate \$5 to the March of Dimes in exchange for a one-day Macy's savings pass. This year's saving pass is valid on Saturday, August 29th, and offers up to 30% off in stores (some exclusions apply). Passes are on sale now through the day of the event by clicking [here](#).

Macy's and the March of Dimes hope to raise \$3 million during this year's campaign to fund cutting-edge research and community programs that help more moms have full-term pregnancies and healthy babies.

This will be the 5th year that the March of Dimes has been selected as the exclusive national beneficiary of Shop For A Cause, with associates and customers raising nearly \$12 million overall to improve the health of babies in their communities.

IT'S GOOD TO SHOP AUGUST 29 at Macy's

Kmart's Shop Your Way® members, customers and associates, with the help of celebrity fitness icon and Kmart ambassador Jillian Michaels, maintained its status as the #1 corporate contributor to the March of Dimes by raising more than \$9.3 million in 2015!



Across the country this year, we've had 84 advocacy wins on issues as diverse as newborn screening, access to prenatal care, and tobacco cessation. Add your voice — click [here](#) to join our advocacy network and show your support of our mission.



Two nationally recognized leaders in maternal and child health, David Lakey, MD, and Charles J Lockwood, MD, have been elected to the March of Dimes National Board of Trustees for 5-year terms. March of Dimes trustees are key volunteers who provide strategic direction and governance to the organization. Click [here](#) to read more.