

corporate connections



Zika Crisis: Take Action

As we quickly approach the summer mosquito season, the March of Dimes remains deeply concerned about the Zika virus and the potential threat in the U.S., especially to pregnant women. This past April, the [CDC](#) confirmed that Zika virus is a cause of microcephaly as well as other severe birth defects that affect a baby's brain in utero. Tragically, the first reported case of microcephaly caused by Zika exposure was in an infant born in Puerto Rico earlier in May. We are very [engaged](#) in the Zika crisis – leading a coalition of approximately 75 maternal-child health organizations pressing Congress to approve emergency funding as soon as possible. Our focus is providing education on the consequences and prevention of Zika in English and Spanish, serving as a [resource](#) in both languages and working with the media to raise awareness of this serious problem. March of Dimes Chief Medical Officer Dr. Edward R.B. McCabe has become a leading spokesman on Zika here in the U.S. and most recently appeared in the [Washington Post](#). We know Zika is at our doorstep and are doing everything we can to prevent the Zika virus from becoming endemic in the United States. Visit our [Action Center](#) to learn more and join us in supporting pregnant women.



This spring, more than 500 [Jack in the Box®](#) restaurants in California and Texas launched an expanded in-restaurant fundraising campaign, inviting guests to help babies and donate to the March of Dimes. "We are proud to support the March of Dimes as one of our community partners," said Jack in the Box CEO Lenny Comma. "In addition to providing financial support, Jack in the Box encourages employees and franchisees to get personally involved in their communities by volunteering."



partner spotlight

In honor of Memorial Day, the March of Dimes highlights Philips' national support of Mission: Healthy Baby®, a program designed to address the unique needs and stress of expecting military families.

For the second consecutive year, Philips and the March of Dimes have joined forces to host a series of military baby showers, which provide free prenatal and infant care education, gifts and an opportunity for military moms-to-be to get to know one another — fostering critical support networks. Philips is actively engaged in the partnership by preparing and packing donated gifts, fulfilling volunteer opportunities and overall sponsorship for the events.

"This has been a tremendous, heartfelt experience for everyone involved," said Mark A. Stephenson, Head of Brand, Communications & Digital, Philips North America. "Being able to support the Mission: Healthy Baby program and the men and women of our armed services is an honor — defending our country is a noble calling — and we at Philips proudly stand with the March of Dimes in providing for families at this important moment."

MISSION:
healthy baby®



The U.S. Food & Drug Administration (FDA) will now allow corn masa flour to be fortified with the B vitamin folic acid, which plays an important role in preventing

serious birth defects of the brain and spine known as neural tube defects (NTDs). This decision represents a major victory in maternal and infant health, especially in the Hispanic community, and caps more than 20 years of work by the March of Dimes and our public health education and advocacy efforts. [Click here](#) to read more.



More than 20,000 companies partner with the March of Dimes through March for Babies(R) each year. Together with their employees and customers, our partners dedicate their time, hard work and commitment to raising funds, advancing the work of our vital mission and supporting research and programs

that make a difference for families in communities nationwide. A very special **thank you** to our national sponsors and teams, and to all our partners who made 2016 March for Babies a success!

Did you know?

Kmart, the March of Dimes largest and longest-running corporate partner, is giving away a special freebie to customers in support of the March of Dimes! On Saturday, June 11, every Kmart store across the country will be giving away purple, co-branded superhero masks to support their in-store fundraising campaign. Stop by your local Kmart on the 11th and "Be a Superhero for Babies!"



Click [here](#) to learn more about our corporate partners.