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Support Education Hope

9th Annual Walk for the Future Walking for OUR children...and yours.

Press Release- For Immediate Release

LOCAL MEDIA CONTACTS (available for information/interviews):

Albia Walk: Dawn Maughan, 641-932-3545, email whiteoakgallery@iowatelecom.net

Cedar Rapids Walk: Tricia Borelli, 319-265-8540, email tborelli@mercyare.org

Cedar Valley Walk: Deb Westergreen, 319-239-6768, email cvsidswalk2008@live.com

Keswick Walk: Ann Leer Danner, 641-295-3473, email ann-leerdanner@uiowa.edu

Mason City Walk: Betsy Bushlack, 641-494-9325, email betsy@bushlack.com

Washington Walk: Tony Lipski, 319-653-7418, email tonytricialipski@yahoo.com

West Des Moines Walk: Gary Marker, 515-250-2475, email papagramsm@msn.com

REGISTRATION NOW OPEN: Iowa SIDS Foundation hosts the ninth annual Walk for the Future

The ninth annual Iowa SIDS Foundation Walk for the Future will be held Saturday, August 23, 2008 in seven cities across Iowa. Participants can register on line or request a registration form or additional information at www.iowasids.org or by calling 866-480-4741. Participants may also register in person on the day of the walk.

Walk locations across Iowa:

Albia Walk and 5K Run—North corner of town square beginning at 7 am

Cedar Rapids Walk—Noelridge Park at 4900 Council St., 8:30 a.m.

Cedar Valley Walk — George Wyth State Park 8:30 a.m.

Keswick Walk — Keswick Walk— Iron Street, 7:30 a.m.

Mason City — East Park Prairie Playground, 8:30 a.m.

Washington Walk—Sunset Park, 8:30 a.m.

West Des Moines walk— Raccoon River Park, 7:30 a.m.



The 2008 walk celebrates nine years of walking and fundraising to fight SIDS in Iowa. Since the walk began, the organization's volunteers have raised more than \$290,000. The purpose of the walk is to raise awareness about Sudden Infant Death Syndrome (SIDS) and funds for the Iowa SIDS Foundation. Sudden Infant Death Syndrome is the sudden, unexpected and unexplained death of an otherwise healthy infant up to the age of one year.

The annual walk is a family orientated event for SIDS families to celebrate and remember those babies that were only with us for a very short time, it's also an excellent opportunity for anyone who has had the privilege of having a 1st birthday party or walking their child to kindergarten and other life milestones to celebrate the lives of their children while supporting SIDS families.

This year's **walk sponsors** include: Wal-Mart, Wellmark BlueCross BlueShield of Iowa, Hummel's Nissan, Modern Woodmen of America, Friends of Albia Restoration Days, Hip Mama Des Moines, Red Start Yeast Company, Grinnell Mutual Reinsurance Company, The Gazette, Panera Bread,

Pediatric Center P.C., AEGON, Omega Cabinetry, 93.9 KIA-FM, Quality Plus Feeds, Inc., Mercy Medical Center, North Iowa, Full-Circle Solutions, Mercy Birthplace, Therapy Solutions, Black Hawk County Supervisors, Children's Dental Center of Mason City, Major Erickson Funeral Home, Cargill Kitchen Solutions, Jennifer's On Main, Toad's Bar and Grill, and Mudd Advertising.

SIDS and Reducing the Risk

While great strides have been made in reducing SIDS deaths, SIDS remains the leading cause of death for infants from one month to one year of age. In Iowa nearly 1 in 1000 babies dies of SIDS. Nationally, Over 2,400 babies die of SIDS each year — more than all those who die of cancer, heart disease, pneumonia, child abuse, AIDS, cystic fibrosis and muscular dystrophy combined during their first 14 years.

SIDS cannot be predicted, however, studies have shown that the risk of SIDS may be reduced by:

- Always putting baby to sleep alone on his or her back on a firm mattress in a crib with no soft bedding, bumper pads, blankets or stuffed animals for all sleep—naps and bedtime.
- Never smoking around a pregnant mother or baby.
- Introducing a pacifier at sleep time (after breastfeeding is established)
- Never overheat or overdress a baby, especially when ill.

Iowa SIDS Foundation

The Iowa SIDS Foundation is a statewide, 501(c)(3) non-profit, volunteer organization committed to helping families that have experienced a SIDS death, educating the public about SIDS and funding research into the causes of SIDS.

The Iowa SIDS Foundation provides grief services to families through individual peer contacts and support groups. The Iowa SIDS Foundation works with community resources to help provide information to expectant parents and families. The Iowa SIDS Foundation hosts regional conferences and provides safe sleep workshops to educate childcare and health care professionals. The Iowa SIDS Foundation also donates at least ten percent of its annual proceeds to fund research into the causes of SIDS.

Contact: Iowa SIDS Foundation 515-965-7566, email patty@iowasids.org

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