



FOR IMMEDIATE RELEASE

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**RICHMOND NONPROFIT ANNOUNCES PLANS FOR SIXTH ANNUAL FUNDRAISING GALA
TO RAISE FUNDS FOR SIDS (SUDDEN INFANT DEATH SYNDROME) RESEARCH & EDUCATION**

The Hayes Hitzeman Foundation to Host "State of the Art Ball" at Science Museum on Sept. 22

RICHMOND, Va. – Aug. 7, 2007 – The Hayes Hitzeman Foundation today announced plans for its sixth annual ball and auction to support the research and education of Sudden Infant Death Syndrome (SIDS) in Virginia and nationwide.

SIDS continues to be the No. 1 cause of death for infants under one year of age in America and affects more than 2,100 families annually. Ezra and Kyra Oliver Hitzeman founded the Hayes Hitzeman Foundation in June 2002 in honor of their 4 ½-month-old son, Hayes, who died of SIDS.

"Last year's event raised more than \$120,000 to support the Foundation's 'This Side Up ... While Sleeping' campaign that launched in March 2006," said Kyra, the organization's executive director. "The campaign is bringing awareness to families throughout central Virginia by providing educational onesies to new parents in Virginia. Next year, we'd like to expand our reach even further to share this important, life-saving message with even more parents and caregivers."

The Hayes Hitzeman Foundation, Ukrop's Super Markets, Pampers®, Ukrop's Dress Express and *Smart Beginnings* – an initiative launched by Virginia Governor Tim Kaine in 2006 – together are distributing 15,000 onesies to new parents in Virginia through the Governor's New Parent Kits this year.

The onesies, which will be available in both English and Spanish, display the lifesaving "This Side Up" message on the front along with important SIDS reminders on the back for parents, siblings, relatives, nannies, daycare providers and anyone else who cares for a baby. Additional information about the campaign is online at www.thissideupcampaign.org.

About This Year's Event

This year's black-tie optional fundraising event is being held from 6-11 p.m. on Saturday, Sept. 22 at the Science Museum of Virginia on West Broad Street in Richmond.

The "State of The Art Ball" will feature a silent and live auction for various items. The 2007 theme is "When in Rome, Baby." In addition to the auctions, the event will feature dinner, drinks, desserts, and live music. Tickets are \$100 per person and may be purchased by calling (804) 708-0033.

Robert Sledd, chairman of the Performance Food Group is the honorary chairperson. In addition to Performance Food Group, sponsors include: Ukrop's Dress Express, Ernst & Young, *Style Weekly*, WWBT Channel 12, Oliver Creative, Sands Anderson Marks & Miller, Mercer, Marsh, Business Event Management, Inc., David Napier's White House Catering, Old City Bar, Nicole Miller and The Flying Chef II. Additional sponsorship opportunities are available.

About The Hayes Hitzeman Foundation

The Hayes Hitzeman Foundation (HHF) is a 501(c)3, non-profit organization based in Richmond, Va. To date, the Foundation has raised more than \$350,000 to fund educational outreach and research on SIDS. HHF has provided grants to the March of Dimes and the Commonwealth Parenting Center to provide one-on-one education to parents and parents-to-be as well as the VCU Medical Center to research potential causes of SIDS. www.hayesfoundation.org.

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