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***This Side Up* Campaign Celebrates Five Years of Raising Awareness of SIDS**

RICHMOND, Va., March 29, 2011 – Five years ago, the Hayes Foundation launched the *This Side Up* campaign, making a significant stride toward its goal of creating a future in which no one loses a baby to Sudden Infant Death Syndrome.

Kyra Oliver, the founder of the Hayes Foundation, lost her son Hayes to SIDS in 2002 when he was 4½ months old. In the days following his death, Oliver committed herself to creating a world without SIDS.

“No parent should have to endure such a harrowing experience,” Oliver said. “That’s what *This Side Up* is all about, to educate anyone who cares for a baby that babies are safest from the risk of SIDS when placed on their backs to sleep.”

To date, the campaign has touched more than 150,000 families in California, Florida, Ohio, Tennessee, Texas and Virginia through its partnerships with more than 50 hospitals and health organizations. The hospitals and health organizations distribute educational onesies that read “This Side Up...While Sleeping” on the front and offer additional tips to reduce the risk of SIDS on the back.

“The onesies are a tangible reminder that can help save a baby’s life,” said Trina Trimmer, clinical coordinator for VCU Health System’s infant unit. “SIDS can get lost in the barrage of advice for new parents. It’s such an uncomfortable topic that people often don’t want to talk about it, but the onesies get the conversation started.”

At CJW Medical Center’s Johnston-Willis Hospital, newborns are dressed in *This Side Up* onesies after their first bath.

“It’s a great way to educate the entire family,” said Sharon McCoy, the hospital’s director of women’s services. “As grandparents and siblings are passing the baby around, they’re reading about safe sleeping.”

Oliver plans to keep spreading the message about SIDS so that parents everywhere are aware and educated. The onesies are available in Spanish and Vietnamese and will continue to be produced in other languages.

“We’ve come so far in our first five years,” Oliver said. “But we know that we still have a long way to go to ensure that every baby is safe from SIDS.”

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About The Hayes Foundation/This Side Up Campaign

The Hayes Foundation is a nonprofit organization that was started in 2002 by Kyra Oliver days after her 4½-month-old son Hayes died of SIDS. The foundation, based in Richmond, Va., has raised more than \$500,000 for SIDS education and research and has helped raise awareness of SIDS prevention among thousands of families. Its *This Side Up* campaign launched in March 2006 to educate parents and anyone who cares for a baby that the safest way for babies to sleep is on their backs and has educated more than 150,000 families in Virginia, Tennessee, Florida, California, Texas, Wisconsin, Pennsylvania, New York, and Washington D.C among other locations. For more information, visit www.hayesfoundation.org and www.thissideupcampaign.org.

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