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## **Hayes Foundation to Join CJ Foundation for SIDS**

**RICHMOND, Va., October 11, 2011** – Nearly a decade ago, Kyra Oliver started the Hayes Foundation to create a future in which no one loses a baby to Sudden Infant Death Syndrome (SIDS).

The foundation, named in honor of Oliver’s son Hayes, is taking another significant stride in accomplishing its mission.

The Hayes Foundation today announces it will become part of the CJ Foundation for SIDS, one of the largest SIDS organizations in the country.

“This is a magical day for me and everyone who has helped the Hayes Foundation get to this point,” said Oliver, founder and executive director of the Hayes Foundation. “It’s overwhelming to think about how small we were when we started and now have the opportunity to partner with the CJ Foundation. I’m honored the Hayes Foundation is joining such an impactful organization, an organization that can take us to new levels of raising awareness of SIDS in Richmond and beyond.”

“The Hayes Foundation has made a name for itself in raising awareness of SIDS, and we have admired Kyra’s passion and accomplishments from afar for a number of years,” said Linda McNeil Tantawi, executive director of the CJ Foundation. “Its goals are a natural fit with our mission of reducing the risk of future infant deaths, supporting families who have suffered a loss and funding new medical research so no families have to endure the pain of losing an infant.”

As part of the acquisition, the CJ Foundation will manage the Hayes Foundation’s *This Side Up* campaign, which has educated more than 150,000 families in Virginia, Tennessee, California, Florida, Texas, Ohio, New York, Washington, D.C., and other locations through the distribution of educational onesies that remind that babies are safest from the risk of SIDS when placed on their backs.

“One of our goals with the *This Side Up* campaign has been to spread our message across the country and beyond,” said Oliver, who will join the CJ Foundation’s board of directors. “The CJ Foundation will be able to take the *This Side Up* campaign to another level and guide its growth.”

Oliver started the Hayes Foundation in 2002, days after her son Hayes died of SIDS when he was 4½ months old. Its *This Side Up* campaign launched in March of 2006 to educate parents and anyone who cares for a baby that the safest way for babies to sleep is on their backs.

“We are proud to have witnessed the growth of the *This Side Up* campaign from its infancy,” said Sharon McCoy, director of women’s services at CJW Medical Center in Richmond. “We have seen first-hand the impact of the campaign in educating mothers, fathers, friends and grandparents on the factors that can contribute to SIDS.”

Added Maria Curran, vice president of human resources at VCU Health System and another initial partner: “The *This Side Up* campaign is making a difference in helping us teach our patients about a sensitive subject in a considerate and impactful way. We are excited that more hospitals and organizations might be able to take advantage of this wonderful campaign.”

Through the *This Side Up* campaign, State of the Art Balls, charity golf tournaments and other fundraisers, the Hayes Foundation has raised more than \$500,000 for SIDS education and research, helping raise awareness of SIDS among thousands of families.

The CJ Foundation was founded in 1994 by Joel and Susan Hollander in memory of their daughter Carly Jenna, who died of SIDS in 1993. Based in Hackensack, N.J., it has provided millions of dollars toward SIDS research projects, organizations, support programs and public education and awareness campaigns throughout the nation. The CJ Foundation is the largest non-government funder of programs meeting the needs of the SIDS community.

For more information, visit [www.hayesfoundation.org](http://www.hayesfoundation.org), [www.thissideupcampaign.org](http://www.thissideupcampaign.org) and [www.cjsids.org](http://www.cjsids.org).

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