



FOR IMMEDIATE RELEASE

Contact: Sean Ryan
The Hayes Foundation
804.788.1414/sryan@hodespart.com

***This Side Up* Campaign Competing for \$250,000 Grant from Pepsi Refresh Project**

RICHMOND, Va., November 10, 2010 – The *This Side Up* campaign, an educational campaign that raises awareness of the risks of Sudden Infant Death Syndrome (SIDS), is in the running for a \$250,000 grant from the Pepsi Refresh Project.

The campaign's project – “Stop Sudden Infant Death Syndrome (SIDS) in Virginia” – is one of more than 1,000 projects vying for \$1.3 million in funding from Pepsi during November. The highest-ranking projects as voted on by the public receive funding from Pepsi.

The *This Side Up* campaign is seeking a \$250,000 grant to distribute 100,000 onesies throughout Virginia and Washington, D.C., to remind parents of newborns that babies are safest from the risk of SIDS when placed to sleep on their backs. Nationally, more than 2,100 American babies die each year of SIDS, the sudden and unexplained death of a baby after a complete autopsy.

Supporters of the *This Side Up* campaign can vote once daily by visiting <http://www.refresheverything.com/stopsidsvirginia> or they can text 104059 to Pepsi (73774).

The *This Side Up* campaign continues to spread throughout Virginia and the rest of the country. Since its launch in 2006, the campaign has distributed more than 100,000 onesies that read “This Side Up... While Sleeping” on the front and feature additional safe-sleeping tips on the back through hospitals and health organizations in Virginia, Tennessee, Florida, California, Texas and other states. In the past few months, the campaign has partnered with the Healthy Start Coalition of Southwest Florida to outfit 7,500 babies in four Florida counties in *This Side Up* onesies. It also partnered with the Juvenile Products Manufacturers Association (JPMA) on a safe-sleeping campaign that launched in New York City, Washington, D.C., Philadelphia and Milwaukee. The Hayes Foundation also was named ranked No. 44 on Babble.com's 50 Best Charities for Babies and Small Children.

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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 100,000 families in Virginia, Tennessee, Florida, California and Texas, among other locations. For more information, visit www.hayesfoundation.org and www.thissideupcampaign.org.

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