

BEING THERE

Hayes Foundation • April 18, 2009 • The Science Museum of Virginia

State of the Art Ball

During its seventh annual State of the Art Ball, members of the Hayes Foundation decided to take a more intimate approach. They set their event in the bottom floor of the Science Museum of Virginia, and greeted 234 guests with leis around their necks and an up-close performance by the three-woman Polynesian Dance Production.

While the event has welcomed nearly twice as many guests, event co-chair and board member Jenni Lee Crocker says a smaller crowd was the way to go. "After all, the emphasis is on the families," she says.

While guests sipped on drinks, nibbled gourmet hors d'oeuvres and bid on silent auction art and giveaways, they could easily find themselves conversing with the guest of honor, Jacques Moore, or Hayes founder Kyra Hitzeman.

As is always the case, the theme, Maui at Midnight, Baby! emphasized one word: baby. Proceeds from the event, which raised \$105,000, go toward Sudden Infant Death Syndrome prevention programs and research, Hitzeman says.

"We as parents are responsible for being educated," she says. "No one deserves to go through the tragedy of losing a baby."

Hitzeman was most excited about the premiere of a public service announcement just after dinner. The announcement will be shown in four states including Virginia this summer to promote the foundation's awareness campaign, This Side Up. The program distributes one-pieces for infants that say "This Side Up" on the belly to remind parents it's safer for children to sleep on their backs. — Megan Wilson

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STYLE



1 Kyra Hitzeman, Jacques Moore, Jenni Lee Crocker 2 Greg Bishop and Jodi Bishop of Williams Mullen 3 Tim Call, Chris Call, Jenni Lee Crocker, Irene Cimino, Bill Cimino and Emily Newton 4 Salena Gerdes and Ezra Hitzeman