

THE HOPEWELL NEWS



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This Side Up campaign arrives

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RICHMOND, Va., – The Hayes Hitzeman Foundation's This Side Up campaign, which strives to educate anyone who looks after a baby that babies are at less of a risk for Sudden Infant Death Syndrome (SIDS) if placed on their backs for nap or bed time, announces it has launched a partnership with John Randolph Medical Center in Hopewell to distribute educational baby garments to the parents of newborns.

The baby garments feature a logo and the phrase "This Side Up" on the front, providing parents, grandparents, siblings, babysitters, daycare providers, nannies and anyone else who looks after a baby with a tangible reminder about the recommended position for babies to sleep. The backs of the garments feature additional tips that may reduce the risk of SIDS: giving baby a pacifier at nap or bed time, breast feeding, keeping baby out of a grown-up's bed, making sure the baby sleeps on a firm mattress and not smoking around the baby. "More than 2,000 families in the United States are traumatized by SIDS each year," said Kyra Oliver Hitzeman, executive director of the Hayes Hitzeman Foundation, which she founded in honor of her son Hayes, who died of SIDS at four months. "We launched This Side Up in Richmond in 2006 and our goal continues to be to bring it to the rest of Virginia and eventually the rest of the country."

The This Side Up campaign is partnering with about 15 hospitals in Richmond, Mechanicsville, Midlothian, Lynchburg, Hopewell, Farmville, Fauquier, Culpeper, Livingston, Tenn., and Cookeville, Tenn. In addition, it is partnering with Ukrop's Super Markets, Inc., Ukrop's Dress Express and Smart Beginnings – an initiative launched by Virginia Gov. Timothy M. Kaine two years ago – to distribute 15,000 baby garments in the governor's New Parent Kits in Central Virginia, Roanoke, Fredericks-burg and Williamsburg.

About the Hayes Hitzeman Foundation

The Hayes Hitzeman Foundation is a nonprofit organization that was started in 2002 by Kyra Oliver Hitzeman days after her four-month-old son, Hayes Hitzeman, 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.

For more information, visit www.hayesfoundation.org and www.thissideupcampaign.org.

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