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## Henrico Web firm wins business award

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A Henrico County Web design and development firm won international recognition this week for its efforts to educate people about Sudden Infant Death Syndrome.

Oliver Creative won Community Involvement Program of the Year in the Stevie Awards for Women in Business presented by Infiniti.

The awards are given annually to recognize accomplishments of companies and business people worldwide. More than 800 entries were submitted for consideration in about 40 categories.

Oliver Creative was honored for its support of the Hayes Hitzeman Foundation, whose purpose is to raise awareness about SIDS, the sudden and often inexplicable death of an apparently healthy baby.

"If I can save one baby, one infant, and I feel we have already done that, then we will have accomplished what we set out to do," said Kyra Oliver, the company's founder and president.

Oliver founded the foundation in 2002, four days after her infant son Hayes died of SIDS. He had been put to sleep on his tummy

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After collecting the award, Kyra Oliver (left) was congratulated by Melody Thomas Scott of "The Young and the Restless."

## Award

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and could not be revived. He was 4½ months old.

The nonprofit has raised \$500,000 and, since embarking on an awareness campaign in March 2006, it is distributing 50,000 infant one-piece sleepers in a dozen hospitals in central Virginia and Tennessee.

On the front is printed "This Side Up While Sleeping" to spread the word about the right way to place a baby for sleeping. On the back side are tips about taking care of an infant such as "breast feed, if possible."

"I plan to take this program nationally," Oliver said yesterday.

Oliver spoke at the Monday awards ceremony in Las Vegas about the foundation. "It was very rewarding to have people approach me afterward and say, 'You're doing a great thing.'"

Oliver said she gets her inspiration from her son to speak about ways to prevent SIDS.

The shirts are handed out in goody bags presented to new mothers before they leave the hospital.

Her company employs eight people. Clients include CJW Medical Center, Virginia Commonwealth University Health System and the Virginia Economic Development Partnership.

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