



Mud Pie Joins March of Dimes to Give Moms and Babies a Brighter Tomorrow

STONE MOUNTAIN, GA -- (September 14, 2017) – Mud Pie is proud to reaffirm its commitment to ensuring all moms and babies have a healthier, brighter tomorrow by partnering with the March of Dimes on the 2017 Give them tomorrow campaign. Beginning this week through the end of October, 6,300 new moms in 7 hospitals nationwide will receive a Gift Box from the March of Dimes to help them celebrate their exciting journey as a parent.

The program is intended to engage new moms by providing a keepsake memory box filled with gifts from March of Dimes' partners, including Mud Pie. Mud Pie is offering a free pair of baby socks via a special code. In addition, Mud Pie continues to donate a dime to the March of Dimes for every baby sock and soft headband sold. Since 2013, Mud Pie has donated over \$650,000 to the March of Dimes to ensure the health of moms and babies.

Give them tomorrow is a March of Dimes national campaign to rally families, consumers and corporate partners around the cause to give every baby a healthy start and a bright future. March of Dimes is using the sound of tomorrow – **the lullaby** – to inspire and unite parents to join the movement to give every baby a brighter future. Lullabies are more than simple songs; they are a universal promise of tomorrow and a source of comfort and hope between parent and child. Through this universal act of hope and comfort, consumers are invited to visit www.marchofdimes.org/tomorrow and join the March of Dimes, parents, and corporate partners in creating a healthier tomorrow for all moms and babies.

“For nearly 80 years, moms and babies have benefited from March of Dimes lifesaving research, education, vaccines, breakthroughs and programs to fight birth defects, premature birth and infant loss,” says Stacey D. Stewart, President of the March of Dimes. “March of Dimes has uncovered ways to protect babies and mothers in all stages of pregnancy and motherhood to give them brighter and healthier futures. None of this great work would be possible without the support of generous individuals and corporate partners who care as much about our mission as we do.”

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How to get involved

- Visit www.marchofdimes.org/tomorrow to watch and share a video about how the March of Dimes stands for the health of all babies and learn about our hospital gifting pilot program
- Purchase Mud Pie baby socks and soft headbands here <https://www.mud-pie.com/Baby---Kids-March-of-Dimes/>. In support of March of Dimes, Mud Pie donates a dime to the March of Dimes for every pair of baby socks and soft headband sold, with a minimum commitment of \$150,000 in 2017.

FOR MORE INFORMATION:

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About Mud Pie

Mud Pie is a leading gift company, founded by current CEO, Marcia Miller in 1988. The company began with 10 living items and has since grown into an award-winning manufacturer of fashion and accessories, baby and kids apparel, and home pieces all designed to celebrate life's special moments. Mud Pie is based in Stone Mountain, GA and is available in over 16,000 special retailers and department stores worldwide. Visit our website www.mudpie.com

About March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest resources and health information, visit our websites marchofdimes.org and nacersano.org. If you have been affected by prematurity or birth defects, visit our shareyourstory.org community to find comfort and support. For detailed national, state and local perinatal statistics, visit persistats.org. Find us on [Facebook](#), [Instagram](#) and [Twitter](#).

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