



March of Dimes  
Central Division  
71 Market Place  
Montgomery, Alabama 36117  
(334) 277-6910 office  
(334) 279-7362 fax

June 2012

Dear Business Associate:

Do you know that in an average week in Alabama 195 babies are born preterm? That's **over 10,000 Alabama babies a year** who are born too soon and often struggling just to survive! The March of Dimes is working *every day* to give *every* baby a healthy start and a fighting chance against birth defects, low birth-weight and infant mortality.

On Friday, November 16, 2012, more than 500 companies across Alabama will be participating in the March of Dimes **Blue Jeans for Babies** campaign. On this day, businesses allow their employees to wear blue jeans (or khakis) to work if they purchase an official 2012 Blue Jeans for Babies t-shirt. This year the t-shirts are white, 100% cotton tees with short-sleeves and are screen printed with a choice of four designs: an orange/blue *or* crimson/gray football design; or blue/green *or* brown/pink Blue jeans for Babies design. Show your team spirit by wearing a Blue Jeans for Babies t-shirt in the colors of your preferred school or choose the optional color designs. You can also choose a cheerleader beanie bear that plays the school fight song in Team Crimson or Team Navy!

**Participation is easy.** Appoint a Blue Jeans for Babies coordinator in your office. The office coordinator will invite all employees to purchase either a t-shirt or a cheer beanie. Once the coordinator has a total, she/he will complete the enclosed order form and fax it to the March of Dimes office. On Thursday, November 8, you will pick up your Blue Jeans for Babies t-shirts at either the Alabama Telco Credit Union on Atlanta Hwy. in Montgomery or State Farm Scott Holley in Auburn. (Arrangements will be made to pick up orders outside the Montgomery & Auburn/Opelika areas).

**Sponsorship is available.** Sponsorship is another great way to effectively market your company, by displaying your company name or logo on the **Blue Jeans for Babies** t-shirts and other printed materials. For more information, see the attached sponsorship opportunities form.

Our sponsors and top businesses participating in **Blue Jeans for Babies Day** will be recognized in a press release and an e-mail newsletter following the event. With a little effort, that company could be yours! If you have any questions, please call the March of Dimes office, (334) 513-7381. On behalf of the March of Dimes, thank you for supporting our efforts to give *every* baby a healthy start.

Sincerely,

Linda Gross  
Senior Community Director



