



SIGMA GAMMA RHO SORORITY, INC.

INTERNATIONAL HEADQUARTERS

A Non-governmental Organization Associated with the United Nations Department of Public Information

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FOR IMMEDIATE RELEASE

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Sigma Gamma Rho Hosts a “Day of Relaxation and Preemie Education” for NICU Families at Two New York Area Hospitals

January 4, 2011: (Cary, NC) – Sigma Gamma Rho Sorority, Inc., partnered with the **March of Dimes, Maimonides Medical Center and SUNY Downstate Medical Center and Walgreens Stores** to present “Pamper a NICU Family.” The New York area chapter of Sigma Gamma Rho (Eta Nu Sigma Chapter) hosted the event which provided a day of bonding and education to more than 50 families with babies in each hospital’s Neonatal Intensive Care Units. Author and preemie mom Tami Gaines, shared insights from her new book, *Preemie Parents, 26 Little Ways to Grow With Your Premature Baby*. The March of Dimes and Walgreens presented each of the new mom’s with gift bags containing pampering items and educational information.

The event was hosted to bring awareness to the dangers of premature birth and to provide education about prenatal care. In keeping with its 88-year history of public service, the Sorority entered into an agreement with the March of Dimes to provide educational tools, workshops and events to improve the overall quality of life in the community. Through December 2011, the March of Dimes and Sigma Gamma Rho’s *Project Reassurance: Healthy Generations* will share the mission and a vision to improve infant health, educate young women of child bearing age and provide resources, mentoring and support.

As the Sorority’s signature community outreach program, *Project Reassurance’s* theme is *H³: Healthy Choices, Healthy Living, Healthy Generations* – concentrating on wellness and a nurturing environment, particularly for community teens. The focus of the partnership with the March of Dimes is to help women in the community have full-term pregnancies and healthy babies by increasing the number of women of child bearing age who get prenatal education and care, thereby increasing the number of women who understand the importance of infant care and child development. “The March of Dimes is excited about the relationship with Sigma Gamma Rho Sorority. Together we are moving forward to improve the health for all moms and babies,” stated Kathy Boggan, Senior Vice President of Volunteer Leadership Development-March of Dimes.

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The Program's various components consist of:

- Educational classes conducted by Sorority volunteers and other health professionals
- Activities that reflect the mission of the *Project* and the *Prematurity Awareness* campaign
- March of Dimes' participant health education materials
- Local community prenatal education sessions

Founded in 1922, Sigma Gamma Rho has a rich history of educational and civic initiatives including work through its foundations: The National Education Fund, Sigma Public Education and Research and the Seven Pearls Foundation.

According to Past International Grand Basileus, Dr. Annie Lawrence Brown, "this renewed partnership is vital because *Project Reassurance* is one of the best traditions of Sigma Gamma Rho Sorority, Inc. It offers our chapters the chance to give the fullest and most delicate interpretation to strengthening family life. Through *Project Reassurance* Sigma Gamma Rho launched a triple threat in an effort to assist young mothers, their children and the community. The theme resonates. ***H³: It's all about ME! Healthy Choices, Healthy Living, Healthy Generations.*** The project began under the administration of Brown in 1974.

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The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit www.marchofdimes.com or www.nacersano.org.

Sigma Gamma Rho Sorority, Inc. was founded on November 12, 1922 on the campus of Butler University in Indianapolis, Indiana by seven schoolteachers. The sorority's aim is to enhance the quality of life in the community. Public service, leadership development and education of youth are the hallmark of the organization's programs and activities. To learn more about Sigma Gamma Rho Sorority, Inc. and its service initiatives, log onto www.sgrho1922.org.