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William T. Moore Joins March of Dimes in Leading the Charge to Improve the Health of Atlanta's Babies

*Moore, President & CEO of Atlanta Medical Center joins national team of business leaders to launch
March for Babies 2010 fundraising campaign*

ATLANTA, GA (February 24, 2010)— In Georgia, eight of every 1,000 infants die before their first birthday and the rate of infants born prematurely increased 24 percent between 1996-2006. Georgia has some of the worst birth outcomes in the nation according to the Annie E. Casey's Foundation's 2009 KIDS COUNT report. Local business leader Bill Moore is working with the March of Dimes to change this.

Moore, who is President and CEO at Atlanta Medical Center knows how important the March of Dimes mission is. As a father and a hospital administrator, he took on the role to raise awareness and important funding for local babies born too soon or sick. Bill Moore has signed on to raise \$100,000 in new revenue to support the downtown Atlanta March for Babies – one of more than 30 March for Babies walk events throughout Georgia beginning late March.

March for Babies, the March of Dimes' largest fundraiser, helps fund lifesaving research and educational programs aimed at helping moms have healthy babies. Last year, the downtown metro Atlanta event raised nearly \$1.2 million – this year, March for Babies Chair Bill Moore hopes to bring in even more with a focus in targeting Atlanta's healthcare community and increasing awareness of the March of Dimes role in improving health outcomes for babies.

In a recent public opinion survey conducted by the Georgia Children's Health Alliance, only four percent of Georgian's consider low birth weight, prematurity or infant mortality to be a top childhood health issue. Awareness of the problem lags substantially and Moore is committed to helping advance the March of Dimes message about the need for greater education around prenatal health and the dire consequences of poor birth outcomes.

“As a business leader, this campaign gives me a unique opportunity to help the community that I love. I can't think of a more important cause than our babies,” said Moore who will be visiting local businesses to request their support in the coming months. “One in seven babies here in Atlanta is born prematurely, and that's just not acceptable. Our goal is for every baby to be born healthy – it can be a reality, but it takes leaders in our community working together to make it happen.”

In metro Atlanta, March for Babies takes place on **Saturday, April 24th** at four sites throughout metro Atlanta. Residents can sign up at www.marchforbabies.org to start a team with co-workers, family or friends.

“We're so excited to have Bill Moore on board to help our chapter achieve it goal,” said Sheila Ryan, State Director for the Georgia March of Dimes Chapter. “As a hospital executive, he understands all aspects of our mission and sees first hand the emotional, economic impact of babies born sick. Atlanta Medical Center is also the home of the

One Day, Every Baby Will Be Born Healthy. We Have to Walk to Get There.



March of Dimes Neonatal Intensive Care Unit (NICU) Family Support Program providing a comforting support network for families dealing with a sick baby and an energized group of supporters for this year's March for Babies campaign."

About the March of Dimes

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 marchofdimes.com or nacersano.org.

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