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FOR IMMEDIATE RELEASE:

Keynote Speakers Announced for 6th National Cribs for Kids Conference

John Kahan, Chief Data Analytics Officer at Microsoft, and Nino Ramirez, PhD, Director of the Center for Integrative Brain Research at Seattle Children’s Hospital, to deliver keynote address

PITTSBURGH, PA –April 01, 2019– Cribs for Kids today announced that John Kahan, Chief Data Analytics Officer at Microsoft, and Nino Ramirez, PhD, Director of Integrative Brain Research at Seattle Children’s Hospital will deliver a keynote address at the 6th National Cribs for Kids Conference. Kahan and Ramirez will be speaking about the revolutionary research being done to help solve the mystery of SIDS. The conference will also host more than 50 distinguished panelists and speakers, including pediatricians, neonatal physicians, digital marketing industry experts, and researchers.

The 2019 conference theme, Embracing Technology, seeks to start a national conversation on how to spread the safe sleep message more effectively using technology, social media and marketing. By utilizing these tools, Cribs for Kids hopes to make infant safe sleep practices the social norm and promote the health, safety and well-being of all infants.

“The level of enthusiasm and interest we have received thus far from speakers, sponsors and attendees for this groundbreaking conference has been wonderful,” said Judith A. Bannon, Founder and Executive Director of Cribs for Kids. “We are excited to bring all these passionate, knowledgeable individuals together; We are looking forward to innovative discussions about the advancements in SIDS research, the need for reforming the way infant deaths are investigated, and the technologic strategies that can be better leveraged to share the safe-sleep message.

The Cribs for Kids Conference will be held April 23-26, 2019, at The Omni William Penn Hotel in Pittsburgh, Pennsylvania and registration is open until April 12, 2019. For more information about the conference and to register to attend, visit: cribsforkids.org/national-cribs-for-kids-infant-safe-sleep-conference/

About Cribs for Kids - Cribs for Kids is a national infant safe-sleep education program that helps to reduce the risk of SIDS, injury and death of infants due to accidental suffocation, asphyxia, or undetermined causes in unsafe sleeping environments. Since 1998, Cribs for Kids has been making an impact on reducing the rate of infant sleep-related deaths by educating parents and caregivers on the importance of practicing safe sleep and providing portable cribs to families who otherwise cannot afford a safe place for their babies to sleep. Headquartered in Pittsburgh, PA, Cribs for Kids currently has more than 1400 partners throughout the United States implementing infant safe-sleep programs in their communities. Visit cribsforkids.org for more information.

Note to editors: For more information, news and perspectives from Cribs for Kids, journalists and analysts may call 412-322-5680, ext.4. Web links, telephone numbers, and titles were correct at time of publication but may have changed.