

SAFE SLEEP SPOTLIGHT

CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

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OCTOBER IS SAFE SLEEP AWARENESS MONTH

Join us in our Safe Sleep Awareness Month Activities!

Help us spread the safe sleep message this month on social media. By banding together, we can cut through the noise and ensure that our unified safe sleep message breaks through.



14TH ANNUAL BREATH OF LIFE STROLL

STROLL WITH US IN OCTOBER

The 2022 Breath of Life Stroll kicks off tomorrow!

Form a Stroll Team within your organization to compete for weekly prizes while earning credit toward Cribettes and other safe sleep products to gift to your community! This year's Stroll makes it easy for your organization to raise funds directly into your Cribs for Kids Partner Store account.

1. Register - Choose a team captain to Register as a Team.
2. Encourage your employees and their friends and family to register under Join a Team.
3. Email Andrea Wilson at awilson@cribsforkids.org to have your team account link to your Partner Store account.
4. Plan to Stroll throughout October to compete for weekly prizes and giveaways.
5. Create a Facebook Fundraiser from your participation center to ask your online community to donate to your Stroll.

Registration is open throughout October. Register today to get started on this ready-made fundraiser tomorrow! Every baby deserves a safe place to sleep.

REGISTER YOUR TEAM TODAY



#SafeSleepSnap activity and our first for the soon-to-be viral challenge, Clear the Crib.

Our friends at Safe to Sleep® have assembled a tool kit with everything you need to join in the activities and have a successful Safe Sleep Awareness Month.

Here's a look at this year's SIDS Awareness Month toolkit:

- Refreshed graphics and materials
- Details about the #ClearTheCrib Challenge
- Instructions for the #SafeSleepSnap Activity
- More resources from our partners

Thank you to the many Cribs for Kids partners who have joined us in this group effort to spread the safe sleep message. For those of you who are new to this ready-made campaign, we welcome you! If you have any questions, email our social media manager, Kelly James at kjames@cribsforkids.org.

VIEW THE TOOLKIT HERE

JOIN US IN OUR SIDS/SAFE SLEEP AWARENESS MONTH ACTIVITIES

In October and beyond, infant caregivers and service/healthcare providers can join Safe to Sleep® and its partners to encourage safe infant sleep and help raise awareness about ways to help every baby sleep safer.

Join Cribs for Kids and our planning team partners at NICHD, Charlie's Kids, AAP, CDC, and First Candle as we combine efforts to raise SIDS and Safe Sleep awareness during October. 2022 will mark the fourth year for our



FREE SAFE SLEEP IMAGES FOR PARTNER USE DURING SAFE SLEEP AWARENESS MONTH

We know how difficult it is to find safe images for use on social media, flyers, and promotional materials. That's why we decided to share ours with you! We have created a Cribs for Kids Flickr album for our partners that is chock full of adorable, safe images.

Bookmark this link and post away! - <https://flic.kr/s/aHBqjzRJTE>

VIEW THE ALBUM HERE

Read the **Safe Sleep Spotlight Partner Newsletter** on the final Friday of each month for updates on programs, products, and upcoming events. Follow along to learn about fundraising opportunities, exciting awareness campaigns, and the latest in news about infant safe sleep. Thank you for everything you do to help us fulfill our mission. We couldn't do what we do without our extended Cribs for Kids family.

Please email info@cribsforkids.org with any personnel changes, address changes, or contact email addresses to keep our database current. Names and address changes made via our ordering system don't automatically update our database.

FOLLOW @CRIBSFORKIDS ON SOCIAL MEDIA TO STAY UP TO DATE ON THE LATEST IN SAFE SLEEP



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