

# SAFE SLEEP SPOTLIGHT

## CRIBS FOR KIDS FINAL FRIDAY NEWSLETTER

VOLUME 22: 6/30/2023

### SAFE SLEEP CHAMPIONS

#### WEBINAR SERIES



**KATY BOURZIKAS**  
WELL RESTED WEE ONES



**DR. SAM HANKE**  
CHARLIE'S KIDS FOUNDATION



**AMANDA SIMONS**  
SAFE INFANT SLEEP EVIDENCE-BASED SUPPORT GROUP

**JULY 25, 2023 - 12:00 PM ET**

**Safe Sleep is Hard: Where to Find Support & Guidance**

### 2023 SAFE SLEEP CHAMPIONS WEBINAR SERIES

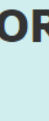
Join us each month in 2023 for our **free** 25th Anniversary **Safe Sleep Champions Webinar Series**. Each Webinar will feature someone making a difference and saving lives through their work in infant safe sleep.

**Coming up on Tuesday, July 25, 2023, at noon ET**  
**Safe Sleep is Hard: Where to Find Guidance and Support**

Chief Programs Officer, Devon George, MSN, RN, breaks down both the benefits and challenges of safe infant sleep with experts Dr. Sam Hanke of Charlie's Kids Foundation, Katy Bourzikas of Well Rested Wee Ones, and Amanda Simons of Safe Infant Sleep Evidence-Based Support Group.

Follow us on social media, @cribsforkids, and be sure to share posts about this webinar with new and expecting parents and caregivers in your community. A wealth of valuable information and avenues to find support will be provided, which will help them practice safe sleep when caring for their babies.

**REGISTER TODAY FOR THE JULY WEBINAR**



### FUNDRAISING OPPORTUNITY - BREATH OF LIFE STROLL

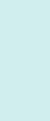
One of our favorite fundraisers has always been our annual Breath of Life Stroll. The Stroll was a live event every Fall here in Pittsburgh to raise awareness during Safe Infant Sleep and Pregnancy and Infant Loss Awareness Month in October.

In 2020, the Breath of Life Stroll was in its 12th year and was canceled due to COVID. Our team decided to turn it into a virtual stroll and began to develop a process to involve people in that new way.

Last year, we opened the virtual Stroll up to our partners as a yearly fundraiser. We provided the platform, and funds raised during the partner's online Stroll were placed as a credit in the Cribs for Kids Partner store to provide cribs in their communities. Having the experience of producing the Stroll as a live event for 12 years and now a virtual event for 3, our team has developed a toolkit that will help our partners plan their own Breath of Life Stroll, whether you decide to do a one-day live event or form a team and join us in our month-long virtual Stroll. This toolkit covers everything from virtual platform training and sample social media posts to a live event checklist and sample sponsor forms. It's a great opportunity to gather your community and raise awareness of safe sleep. October is also Pregnancy and Infant Loss Awareness Month, and The Stroll is a great opportunity to honor little lives lost and to give loss families a healing opportunity to remember them.

**Stroll with us this year!**

**PLAN YOUR STROLL**

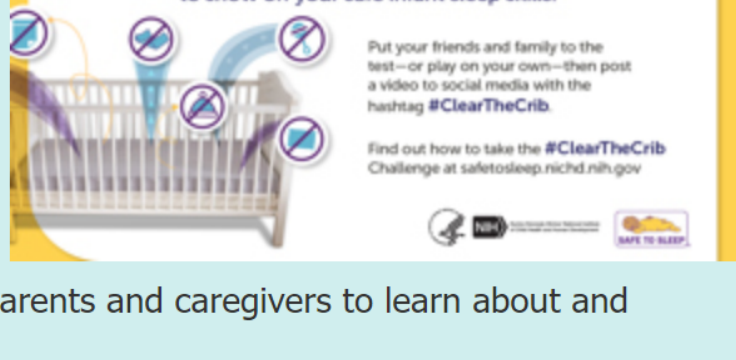
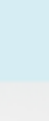


### REGISTER FOR THE SIDS/SAFE SLEEP AWARENESS MONTH PLANNING WEBINAR

Every October, the safe infant sleep community recognizes SIDS and Safe Sleep Awareness Month as a time to encourage all parents and caregivers to learn about and practice safe infant sleep.

Join Safe to Sleep® and its Collaborators and partners on Thursday, July 27, from 2 p.m. to 3 p.m. ET, for the SIDS Awareness Month 2023 Planning Webinar. Learn about new resources, review the updated SIDS Awareness Month digital toolkit, and get ideas for activities to engage your audiences. Register today and start planning how you will spread the word about SIDS and safe sleep this October!

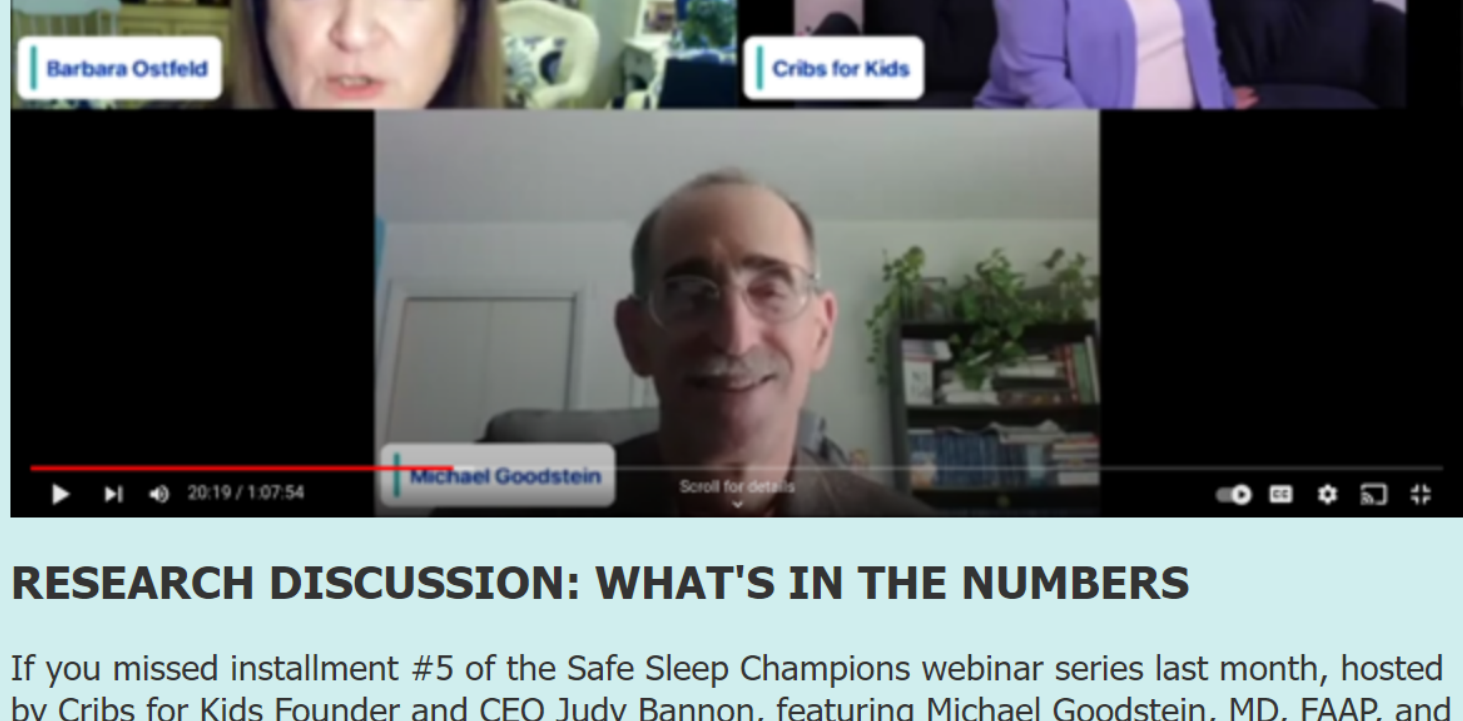
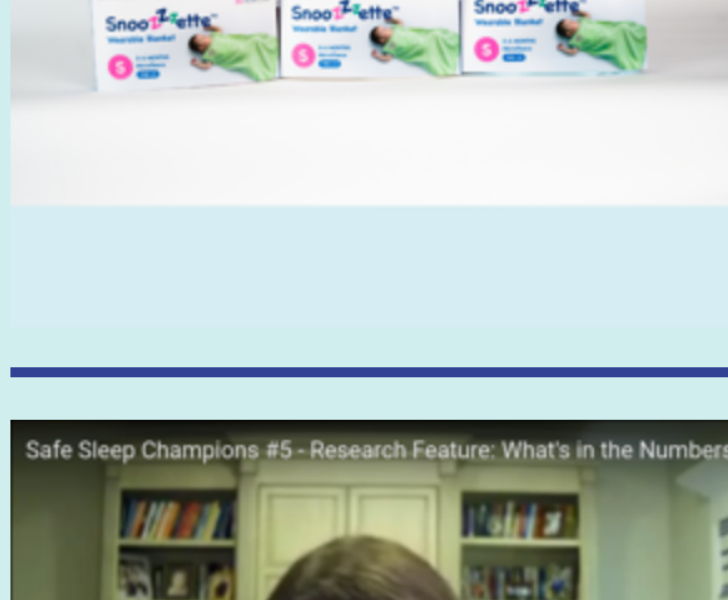
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### PARTNER STORE SAVINGS

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Login to the partner store and place an order today.



### RESEARCH DISCUSSION: WHAT'S IN THE NUMBERS

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**WATCH NOW**



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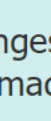


### 25th ANNIVERSARY CRIBETTE GOAL

A reminder that Cribs for Kids Headquarters has set a goal for 2023. To mark our **25th Anniversary**, we aim to have distributed **one million** cribs by the end of the year! We are currently at approximately 960,000.

We couldn't reach this goal without our amazing network of partners. **Be the organization that orders the one millionth crib and receive 10 Safe Sleep Survival kits for your community!**

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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](mailto: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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Cribs for Kids®

5450 Second Avenue Pittsburgh, PA 15207



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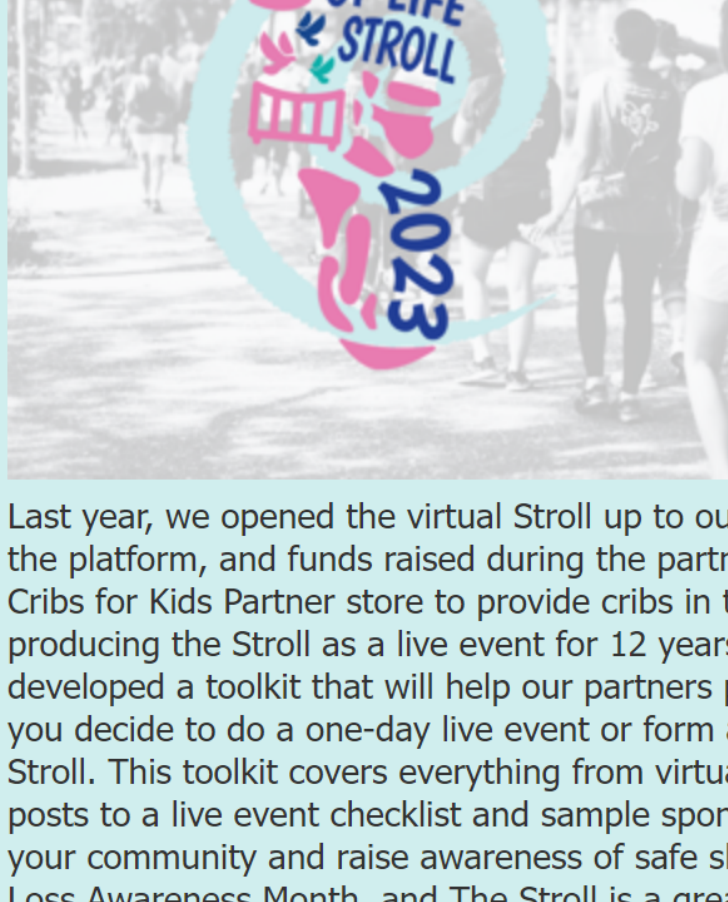
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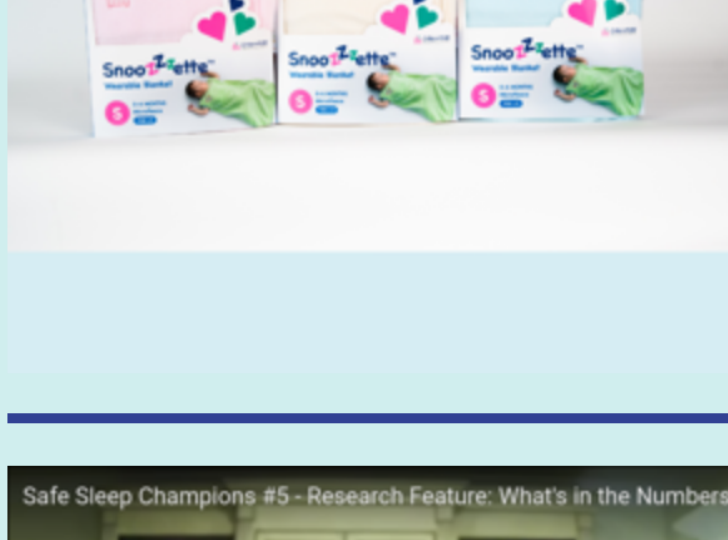
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