



**Please Join
Philadelphia Health Commissioner Donald F. Schwarz at a
Press Conference to Announce the
Launch of text4baby in the Philadelphia Media Market**

**Wednesday, May 5, 2010
1:30-2:30 pm
The Please Touch Museum - Hamilton Hall**

**Please RSVP to get your name on the entry list
to this email or call 215.989.3581**

Parking is available for \$8 in the museum lot, or for free on the street. The museum is also accessible via the Girard Avenue Trolley or the Route 38 bus.

Maternity Care Coalition is the Pennsylvania affiliate of the National Healthy Mothers, Healthy Babies Coalition and is organizing the **Philadelphia Text4baby Partnership** that will be introduced at the press conference.

To become a text4baby Outreach Partner, go to: <http://text4baby.ning.com/notes/Toolkits>.
If you submit the agreement by May 1st you will be included on event signage and in the press release.

Text4baby is a free mobile information service designed to promote maternal and child health. An educational program of the National Healthy Mothers, Healthy Babies Coalition (HMHB), text4baby provides pregnant women and new moms with information to help them care for their health and give their babies the best possible start in life. Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) will receive free SMS text messages each week, timed to their due date or baby's date of birth.

Text4baby is made possible through a broad, public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-

profit organizations. Founding partners include HMHB, Voxiva, CTIA - The Wireless Foundation and Grey Healthcare Group (a WPP company). Johnson & Johnson is the founding sponsor, and premier sponsors include WellPoint, Pfizer and CareFirst BlueCross BlueShield. U.S. government partners include the White House Office of Science and Technology Policy, the Department of Health and Human Services and the Department of Defense Military Health System. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers. Implementation partners include BabyCenter, Danya International, Syniverse Technologies, Keynote Systems and The George Washington University. MTV Networks is a media sponsor.

Sign up for text4baby Tuesday, our weekly e-newsletter with updates on the campaign by visiting:
<http://eepurl.com/h9h3>.

