



Preemies Today Partners with G-Team for Kangaroo Care initiative
Local campaign to support parents learning to care for premature infants

[Centreville, VA]—Preemies Today and G-team (<http://groupon.com/g-team>), the philanthropic arm of Groupon, announce the launch of a local campaign to enable Washingtonians to purchase kangaroo care chairs for use in local neonatal intensive care units (NICUs).

The Kangaroo Care Campaign will be available on Groupon’s Washington DC page starting Tuesday, November 8th and running through Thursday, November 10th. Utilizing, G-Teams collective action model, Groupon followers can pledge for the Kangaroo Care initiative in increments of \$10, with each \$70 providing one portable kangaroo chair.

Preemies Today donates portable reclining chairs to local hospitals through our Kangaroo Care initiative. Kangaroo Care, or skin-to-skin care, provides parents of premature infants a comfortable and developmentally supportive way to hold their babies. This method of holding promotes temperature regulation, improves oxygen and heart rates, emotional development, sensory development, and leads to better medical outcomes of the premature infant.

“We are excited to employ the collective action model of G-Team to expand support for families affected by prematurity,” said Executive Director Mary Beth Hazelgrove. “We look forward to increasing awareness of Preemies Today as one of the first local organizations to be featured on G-Team.”

100% of the G-Team’s campaign proceeds will be used to provide Kangaroo Chairs for hospital NICUs. To date, Preemies Today has donated 15 chairs to 10 out of the 22 NICUs in the Washington DC metro/Baltimore region. One out of every eight babies is born premature.

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About Preemies Today:

Preemies Today is a 501c3 non-profit organization based out of the Washington, DC metropolitan area. We provide an online resource directory, community forum, NICU Care Packages, and education lectures. Our mission is to advocate for the needs of families experiencing the traumatic event of premature birth. We carry out this mission by providing education, support, resources, and a sense of community through outreach programs and parent-to-parent support from birth throughout childhood.

About G-Team:

G-Team, launched in July 2010 in Washington DC features a local campaign in more than 65 markets nationwide, enabling Groupon followers to do good, have fun, and make a real impact in their community. G-Team uses collective action to gather support for worthwhile causes and produce tangible results for local organizations. To learn more about G-Team and how to become a featured organization, visit <http://groupon/g-team>. To subscribe to Groupon, visit www.groupon.com

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