



COLLECTION OF BABY ITEMS SUPPORTS THE BABY STORE

The Health Department, HHCRC and OECY Address Infant Mortality in Shelby County

Memphis (September 21, 2012) – Imagine you are a new parent and unable to provide your baby with even the most basic needs, such as diapers, food and clothing. This is the dire situation that thousands of low-income families face each year in Shelby County. Unfortunately, families without their basic needs being met are at highest risk for poor birth outcomes and infant death.

To address this issue, the federal Healthy Start Initiative, Hickory Hill Community Redevelopment Corporation (HHCRC) and Teen Plus, have partnered to ask local businesses, residents and community organizations/groups to participate in providing infants and families with the basic supplies they need. The “Fill-the-Crib” donations will take place from September 27th to 29th at the Hickory Ridge Mall, The Baby Store and the Shelby County Health Department. The event aims to collect at least 500 new items which will support the thousands of infants in need in Memphis.

“Infant mortality is such an important issue in Shelby County and we want to do our part in bringing awareness and answering our community’s call for help,” said Shelby County Mayor Mark H. Luttrell, Jr. “These donations will have a tremendous impact on thousands of families that are struggling to care for their newborns.”

Businesses and individuals are encouraged to donate new baby items during the 3-day drive, including onesies, sleepers and other clothing items; baby blankets; bottles; diapers; wipes and other baby toiletries; and age appropriate toys. Monetary donations will also be accepted during this event and *all donations made are tax deductible.*

Donations can be dropped off at one of two locations, during regular business hours:

- The Baby Store, located at the Hickory Ridge Mall, 6655 Winchester Road (9/27-9/29)
- The Shelby County Health Department, 814 Jefferson Avenue (9/27-9/28).

There will also be a special celebration and health fair at The Baby Store on September 29th, from 12 to 3 pm. The community is invited to obtain health information and tour The Baby Store.

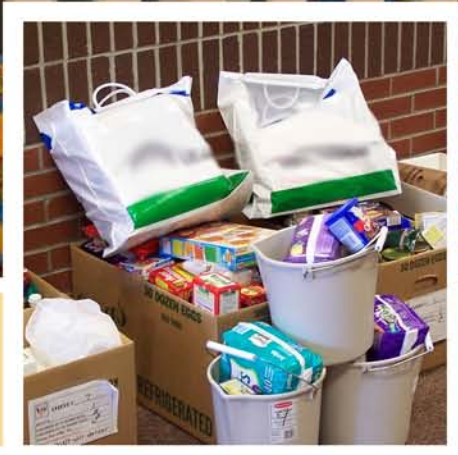
To learn more about “Fill-the-Crib” and/or The Baby Store, please contact Malisa Gillum at 901-795-8844 or mgillum@hickoryhillcrc.org.

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fill the crib Donation Drive

Drop of donations at The Baby Store
September 27 - 29, 2012
Inside the Hickory Ridge Mall Towne Centre
Donations are tax-deductible



*The Baby Store
Celebration
Saturday
September 29th
12 PM to 3:00 PM*

Partners and Sponsor:



THE BABY STORE
3745 S. HICKORY RIDGE MALL STE 496
MEMPHIS, TN 38115
(901) 362-2128 OR (901) 794-2234
THEBABYSTORE@HICKORYHILLCRC.ORG

fill the crib Donation Drive



Partners and Sponsor:



Fill The Crib!

What: Fill the Crib is a fundraising activity by the HHCRC to receive donations of new infant and maternal items. The Baby Store, which will distribute these items, is located in the Hickory Ridge Mall and provides needed services to new and expecting mothers, their families and children. Fill the Crib is one initiative that will assist the Baby Store in meeting the needs of the community. This community resource has the aim of reducing preterm delivery and low birth weight infants, which contributes to infant mortality.

How to Participate:

Using the Shopping List, purchase infant care, clothing and gear from one of your local vendors. Bring the items to The Baby Store. Be sure to include your name and contact information on your donated item(s).

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Baby Gear

- Baby Carrier
- Bouncer Seat
- Car Seat
- Crib Mobile
- Diaper Bag
- Gyms or Play Arches
- High Chair
- Infant Swing
- Sling or Soft Carrier
- Sound Machine
- Stroller
- Walker

Bath

- Baby Brush/Comb
- Baby Lotion/Oil
- Baby Powder
- Baby Shampoo
- Baby Soap
- Baby Tub
- Bath Toys
- Hooded Towels
- Nail Clippers
- Tub Seat
- Washcloths

Clothing

- Gowns
- Hats
- Long Sleepers
- One Piece Outfits
- Onesies
- Outerwear
- Pants/Coveralls
- Rompers
- Shirts
- Shoes
- Socks/Booties
- Undershirts

Diapering & Toilet Training

- Baby Wipes
- Diaper Cream/Ointment
- Diaper Disposal System (Diaper Genie or Trash Can)
- Diaper pins (for cloth diapers)
- Diapers (either disposable or cloth)
- Potty/Toilet Training Seat
- Wipes Warmer

Feeding

- Baby Food Grinder
- Bibs
- Bibs
- Bottle Brush
- Bottle Drying Rack/Wash Rack
- Bottle Sterilizer
- Bottle Warmer
- Bottles & Nipples
- Breast Pump
- Burp Cloths
- Formula
- Rubber Tipped Baby Spoons

For Mom

- Breast Pads
- Breast Shields
- Cream for Nipples
- Maternity Clothing
- Nursing Bras
- Nursing Tops
- Panty Liners/Pads

For the Nursery

- Baby Blanket
- Portable Crib

Health & Safety

- Baby Monitor
- Baby Thermometer
- Bumpers
- Cabinet & Drawer Latches
- Cotton balls
- CPR Guidelines
- First Aid Kit
- Nail clippers/scissors
- Nasal Aspirator
- Outlet Covers
- Rectal Thermometer
- Safety Gates
- Saline Nasal Drops
- Toilet Seat Latches

Other nice items to have when baby arrives:

- Baby Book
- Birth Announcement Cards
- Books on Baby Care and Post-Pregnancy Care
- Brag Book
- Detergent (Dreft Laundry Soap)
- Keepsake Boxes
- Lullaby Music
- Photo Frame
- Reference Books
- Soft Toys

