



**FOR IMMEDIATE RELEASE**

**SAVE BABIES THROUGH SCREENING FOUNDATION WINS GRANT TO FUND NATIONAL  
NEWBORN SCREENING EDUCATION CAMPAIGN**

*The \$200,000 Grant from The Legacy of Angels Foundation is Part of a National Initiative to  
Promote Newborn Screening Education*

**NEW YORK, Sept. 28, 2011** - **Save Babies Through Screening Foundation** (SBTS), the only national volunteer-run nonprofit organization devoted exclusively to the advocacy of newborn screening, proudly announces they have been awarded an 18-month grant from The Legacy of Angels Foundation. The \$200,000 grant will allow the organization to develop a national education campaign for expectant parents using a public service announcement (PSA) and other videos to promote awareness of newborn screening.

The newly-funded national campaign, “One Foot at a Time,” will address the critically unmet need to educate around newborn screening. Educational videos and an accompanying PSA will address all of the recommendations set forth by the American Academy of Pediatrics, and will be used in a variety of markets, including medical center television networks, YouTube and other internet outlets, assuring that essential information is delivered to parents in a format and variety of settings that effectively engage new and expecting parents.

“Expectant parents are being flooded with information, and although there are printed materials currently available to educate parents about newborn screening, many parents are not aware they exist or they’re not easily digestible. Newborn screening materials are therefore often overlooked,” said Jill Levy-Fisch, president of SBTS. “This additional support will ultimately allow us to better reach parents in various creative and interactive ways during the course of pregnancy so they can be active participants in the newborn screening process.”

“We are pleased to support the Save Babies Through Screening Foundation as they continue to raise awareness of newborn screening,” said Sue Rosenau co-founder of The Legacy of Angels Foundation. “Education campaigns like this help us realize our dream of saving families and children from enduring life-altering diagnoses.”

The Legacy of Angels Foundation is a 501c3 private giving family foundation established in 2008, whose mission is to improve the lives of children by working to promote the expansion of newborn screening, and to advance education, awareness and research of Krabbe disease and Cystic Fibrosis to provide a better treatment and a cure.

For additional information about SBTS, and to learn how you can get involved in the cause and to connect and share with families, please visit the foundation's comprehensive online resource center at [www.savebabies.org](http://www.savebabies.org). You can also connect with SBTS on [Facebook](#) and follow on [Twitter](#) @screenbabies.

#### **About Save Babies Through Screening Foundation**

Comprised of volunteers whose lives have been touched by newborn screening, Save Babies Through Screening Foundation (SBTS) is the only advocacy organization in the country dedicated to newborn screening. SBTS aims to educate parents, pediatric healthcare providers and policy makers about available comprehensive newborn screening, the importance of obtaining positive or other test results requiring follow-up actions within five days of birth and the significance of prompt confirmatory testing and treatment/management when needed.

For more information, please visit [www.savebabies.org](http://www.savebabies.org).

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