



MARCH OF DIMES

**RADIO PUBLIC SERVICE CAMPAIGN
NMBA AWARDS 2014
KGRT
LAS CRUCES, NM
DIVISION 2 – Large Market**

2013 Gold Sponsor

THANK YOU!



for walking together for stronger, healthier babies. The money you raised is already funding research and helping families close to home.



march  of dimes
march for babies



KGRT-FM / Las Cruces, NM
March For Babies Campaign

KGRT-FM works closely with the March of Dimes in several capacities. Operations Manager, Ernesto Garcia, serves on the Board of Directors, the staff volunteers at events, and the station makes in-kind contributions to the cause. The results have helped make the Las Cruces chapter the largest March of Dimes fundraiser in the state.



March for Babies at Young Park - April 27, 2013. KGRT sponsored the spring campaign with PSA's for the cause, Interviews with March of Dimes Las Cruces Chapter Director Becky Horner, News Coverage, Staff Participation, Website Placement, and a Live Remote Broadcast the morning of the health fair and walk. Thousands of walkers participated to meet a goal over \$200,000. Audio and video of the live broadcast is provided, as well as a sampling of the event.

Monies raised in the March for Babies benefit the March of Dimes at the rate of seventy-six cents on the dollar. Proceeds are used to support community programs that help mothers-to-be deliver healthy, full-term babies.

KGRT Radio is proud to participate in the March for Babies each year not only with air-time and website links for a worthy cause, but with staff participation in a great community event.

KGRT at the March For Babies: L – the walking path; R – Sheila Kirsch and Joey Hernandez; Bottom – Ernesto Garcia as the Master of Ceremonies.



L – Ernesto Garcia helps with warming up to walk


warm-up exercises; R – crowd



L-R – March of Dimes’ Becky Horner, Joey Hernandez, Joel Martinez, NMSU’s Pistol Pete, Ernesto Garcia, and Sheila Kirsch.



KGRT is a GOLD Sponsor of the March For Babies.

<p>march of dimes march for babies™</p> <p>PRESENTED BY:</p>  <p>MOUNTAIN VIEW REGIONAL MEDICAL CENTER</p>	<p>celebrating 75 years</p>	<p>GOLD Sponsors:</p> <p>HB HAKES BROTHERS</p> <p><i>Electric Company</i> Puro Electric</p> <p><i>Pic Quik</i></p> <p>RADIO KGRT HOT 103</p> <p>Bulletin</p> <p>LAS CRUCES SUN-NEWS lcsun.com</p>
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Southern New Mexico March of Dimes
P.O. Box 2066
Mesilla Park, NM 88047
575-523-2627
bhorner@marchofdimes.com

May 17, 2013

Radio of Las Cruces /KGRT
Ernesto Garcia
1355 California Ave.
Las Cruces, NM 88001

Dear Mr. Garcia,

Thank you for your support and contribution to the Southern New Mexico, March of Dimes. We are so pleased you have chosen to support our efforts to give every baby a healthy start.

The campaign was an amazing success and raised more than \$235,000 for the March of Dimes! These funds will enable the March of Dimes to continue making progress in the fight to prevent premature birth.

Prematurity is the leading cause of newborn death in the United States. Even babies born just a few weeks too soon can face serious health challenges and are at risk for lifelong disabilities, such as cerebral palsy, lung problems, vision and hearing loss and learning disabilities. The March of Dimes has set a goal to reduce the U.S. preterm birth rate to 9.6 percent of all live births by 2020.

We are grateful to our community partners who enable the March of Dimes to continue making progress toward the day when every baby is born healthy. Thank you.

Sincerely,

Becky Horner
Division Director

Sally Chavez
Administrative Assistant



THANK YOU CELEBRATION!
Wednesday, May 29
5:30—7:00 p.m.

Hosted by the Las Cruces Homebuilders Association
 2825 N. Main St.



RSVP by May 24th to 523-2627 or
bhomer@marchofdimes.com



Thanks to your efforts, the 2013 Las Cruces March for Babies will raise OVER \$235,000 to support March of Dimes research, programs, education and community services that help babies get a healthy start .

JOIN US AS WE ANNOUNCE THE TOP TEAMS, WALKERS AND SPONSORS ON MAY 29!

Please RSVP to bhomer@marchofdimes.com or call 523-2627

It was a GREAT day for Babies!



SEE YOU THERE!

2013 Chairman

KELLY DUKE
 Director of Marketing & Business Development
 MountainView Regional Medical Center



"MountainView is proud to be the Corporate Partner Hospital of the March of Dimes in Southern New Mexico. We support our community's moms and babies by partnering with the March of Dimes and invite you to join us in the March for Babies walk in Las Cruces. Together, we hope for the day when every baby is born healthy."

2012 Top Local Teams:

Kmarts of Southern NM	\$32,581
Team Zane Silva #1	\$24,344
The Hakes Cupcakes	\$17,416
MountainView Regional	\$12,204
First New Mexico Bank	\$8,538
El Paso Electric Company	\$8,006
White Sands Federal Credit Union	\$7,372
The Babysavers	\$7,204
Memorial Medical Center	\$7,021
Pioneer Bank	\$6,932
Tresco TOTS	\$4,927

Thank you to our Diamond Sponsors:



Thank you to our State Sponsors:



Southern NM Ambassadors

Johnson Family

Mia was the Johnson Family's first Miracle. Her mom, Nicole, experienced pre-eclampsia and was put on full bed rest 24 weeks into her pregnancy. She then went into preterm labor at 30 weeks, 2 1/2 months before Mia was due.



At 32 weeks, it was apparent that Nicole's life and the baby's life were in grave danger and she had to deliver as soon as possible. Mia was born in March 2004, 6 1/2 weeks before her due date. Her lungs weren't fully developed so she received Surfactant Therapy and spent time in a Neonatal Intensive Care Unit. Her parents were told that Mia might experience developmental delays and other lifelong issues as a result of her prematurity.

Nicole and Wylie's second child was also premature because of pre-eclampsia. Born in August 2006, David arrived 4 weeks too soon. But thanks to early pre-natal care his arrival had fewer complications than his sister's, although he is still at risk for lung problems throughout his life.

Today, Mia and David are strong, healthy and happy 8 and 6 year olds. More than 4 million babies were born in the United States last year and the March of Dimes helped each and every one through 75 years of research, education, vaccines and breakthroughs. Thank you for joining the Johnson Family and walking in the March for Babies!

Thank you to our Gold Partners:

