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Registration Begins for R Baby Foundation's First Annual Mother's Day Event and Run/Walk in Central Park

Event to Raise Awareness and Funds to Reduce U.S. Infant Mortality Rate by Improving Emergency Medical Care for Infants

NEW YORK, Feb. 24, 2009 (GLOBE NEWSWIRE) -- R Baby Foundation, which is dedicated to reducing the high level of infant mortality in the United States, announced today that registration has begun at www.rbabyrunwalk.org for its First Annual Mother's Day Run/Walk. The event, which is being held in partnership with New York Road Runners, will take place on Sunday, May 10 in Central Park.

Race participants will have the option of choosing the four-mile race, which serves as a marathon qualifier, or the 1.3-mile health walk (with strollers welcome); children ages 2 to 12 are invited to participate in the Kids' Fun Run.

Beyond the Run/Walk, supporters are invited to partake in an array of fun-filled family activities including a Niketown sports tent with sports and games for the family; the Babies R Us Moving and Grooving Toddler Play Area and Family Lounge with nursing, changing, feeding and a Family Chill Zone; a Mother's Day crafts area featuring do-it-yourself gifts and keepsakes; and a CBS-FM and K-Rock Music Stage with on-air personalities and entertainment for children from the Rock and Roll Raggs Band and other performers. There will also be fruit, snacks and other goodies available, including cupcakes from world-famous Crumbs Bakery.

The day will also feature special treats for moms, including a number of luxurious giveaways and raffle prizes for the whole family. In addition, New York City's SoulCycle, a premier indoor cycling studio, will lead a warm-up session before the Run/Walk.

"We welcome supporters to run or walk or just come along for the day of fun. Our partners are helping to create what promises to be an incredible, memorable Mother's Day experience in Central Park," said Andrew Rabinowitz, R Baby co-founder. "Whether you're interested in the music, the food or just a good workout, the event is sure to have something for everyone," he added.

"Our goal is to engage the whole family -- not just in this day, but also in the important work of saving babies' lives. Ensuring that babies make it to their first Mother's Day is a responsibility and goal we can all share. Together, we can be sure that all babies have the

medical care that gives them the best chance of survival," Phyllis Rabinowitz, R Baby co-founder, said.

According to the World Health Organization, the U.S. ranks 36th in infant mortality among 196 developed nations, and research from The Institute of Medicine shows that most children receive emergency care in general hospitals, which are less likely to have pediatric expertise, equipment and policies in place for the care of children.

"Too many emergency rooms across the country are not well-equipped to handle pediatric care, and the majority of pediatric patients are seen in non-pediatric hospitals. R Baby is working to mitigate risks in pediatric care by educating parents and improving the care that is available to patients," Dr. Ari Cohen of Mount Sinai Medical Center said.

The registration website, rbabyrunwalk.org, allows visitors not only to register for the Run/Walk, but also to share their stories, post pictures, create individual fundraising pages, form teams and spread the word about the event. The New York Road Runners registration fee is \$30 for non-members; New York Road Runners members are entitled to a reduced rate. Teams are encouraged to utilize the interactive Run/Walk website to fundraise to support R Baby.

Supporters who do not wish to participate in the Run/Walk portion of the day can still make a difference by signing up as cheer members on the website; R Baby is also offering the opportunity to build virtual teams, allowing supporters to participate by joining the cause online.

Race sponsors include Mount Sinai Kravis Children's Hospital, Goldman Sachs, The Sidley Austin Foundation, Citco, Marathon Asset Management, Ernst & Young, UBS, Nike, Marex Financial, NorthPoint Solutions, Rothstein Kass, The New York Post, and Fit Pregnancy magazine.

The R Baby Foundation Mother's Day Run/Walk logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5927>

ABOUT R BABY FOUNDATION

R Baby Foundation was established in 2006 by Phyllis and Andrew Rabinowitz, who lost their daughter, Rebecca Ava Rabinowitz, when she was nine days old as a result of an undiagnosed viral infection. R Baby Foundation's goal is to reduce infant mortality through improving pediatric emergency care in the U.S. and the foundation is dedicated to helping newborn babies, primarily in their first month, with often misunderstood viral infections and other infectious diseases, receive the highest quality of care and service through funding life-saving grants that are directed toward a range of programs, including emergency pediatric training, guidelines, protocols, scientific research, equipment and treatments, rapid laboratory tests and parent education.

Since it was established in December 2006, R Baby has raised close to \$3M to support its mission of saving as many babies' lives as possible through improved diagnosis and treatment of newborn illnesses. Grants have been awarded to a variety of medical facilities, including Morgan Stanley Children's Hospital of New York-Presbyterian, Maria Ferari Children's Hospital at Westchester Medical, The Mount Sinai Department of Emergency Medicine, NYU/Bellevue, and Goryeb Children's Hospital at Morristown Memorial Hospital.

R Baby Foundation, a 501(c)(3) non-profit charitable organization, advocates for fully equipped, fully staffed pediatric emergency rooms in neighborhoods across the country.

www.rbabyfoundation.org

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