Like

Expectations

the newsletter of the Preeclampsia Foundation

Our Website **How You Can Help** **Donate Now** **Promise Walk Website** **Community Forums**

LETTER FROM THE EXECUTIVE DIRECTOR

2012 Dawns Bright for Research and Advocacy

Happy New Year to all of our readers! The Foundation's year has started with a bang, as we celebrate the achievements of 2011 and look forward to 2012. In less than six weeks, we secured over **3,000 signatures** for the *Hear Us Now* campaign, a petition in support of designating May as Preeclampsia Awareness Month on the federal government's National Health Calendar. We thought we had set our sights high by trying to secure 2,500 signatures by December 31... but ended up blowing by that number after only 4 weeks! With the support of organizations like the American College of Obstetricians and Gynecologists and the Maternal Health Task Force (based out of the Harvard School of Public Health), bloggers such as Julie Ryan Evans from Cafe Mom's The Stir and social media coverage from our partners at Text4Baby, the call went out across the country and the embers of this grassroots campaign were fanned into a great blaze.

So what's next? Thanks to this large and overwhelming response from preeclampsia awareness advocates around the country, the Preeclampsia Foundation has engaged three influential members of Congress to support the designation -- Representatives Lois Capps (D-CA), Lucille Roybal-Allard (D-CA) and Gwen Moore (D-WI). Despite the coincidence that they are all Democrats, this is a non-partisan request. We are working with these offices to engage the Obama Administration in our request.

The journey isn't over yet and we won't stop until May is nationally recognized as Preeclampsia Awareness Month, supporting our efforts to bring attention to this life-threatening disorder of pregnancy.

In the meantime, please enjoy our 3 Most Popular Articles from 2011 *Expectations*.

- Foundation Endorses New AHA Heart Disease Prevention Guidelines ~ February 15, 2011
- Evaluating L-Arginine Supplementation: Could it Benefit Your Pregnancy? ~ July 3, 2011
- Pregnant Again After Preeclampsia? ~ April 1, 2011

JANUARY 2012

FIND A WALK IN YOUR CITY!

Making Strides Delivering Hope

the Promise Walk™ for Preeclampsia

Upcoming Activities

Promise Walk Call
January 10, 2012
32nd Annual SMFM Meeting
February 6-11, 2012
Promise Walk Planning Call
February 7, 2012
Sporting Clays Tournament
March 10, 2012

Forward to a Friend

Find us on Facebook

Follow us on twitter

Contributors

Meredith Drews
Angela Little
Laney Poye
Jill Siegel
Becky Sloan
Eleni Tsigas

VOLUNTEER OPPORTUNITIES

Make A Difference in the Bay Area

Northern California Promise Walk Coordinator

The Northern California walk began in San Jose in 2011 and raised an amazing $30,000 with over 200 participants. We are still looking for an enthusiastic person or group of people willing to spearhead the second annual San Jose walk, with assistance from last year's walk coordinator and a group of dedicated volunteers, as well as from the Promise Walk team, headed by National Walk Director Becky Sloan and our Regional Coaches. Individual must be willing to be on one mandatory conference call a month, and will determine the location and date of the Bay area walk, help cultivate local sponsors/participants and coordinate event volunteers. Contact Promise Walk Regional Coach Meredith Drews for more information.

PROMISE WALK UPDATE

Get Creative, Support the Cause!

Anyone who has participated in multiple Promise Walks has probably wrestled with what to do with event t-shirts. Do you wear yours proudly at times of the year other than May? Do you hope the pink heart and tiny feet will generate questions so you can continue your awareness raising efforts? Or, (let's face it!) after collecting so many duplicate t-shirts, have some of yours become cleaning cloths or quilting squares?

This year, the Preeclampsia Foundation is **hosting a contest to design a new Promise Walk t-shirt**. The design perimeters are simply: it must incorporate the existing Promise Walk logo and tagline ("Making Strides, Delivering Hope") and use the Walk brand colors [PMS213 (RGB 234/15/107) and PMS648 (RGB 5/42/85)], and, the design must be received no later than January 20. The concepts do not have to be professionally created, but should be fully conceptualized and emailed directly to Program Coordinator Laney Poye.

"Event t-shirts are vital for promoting the Walks, promoting our sponsors and raising awareness of the cause and the Promise Walk brand," explained Poye. ""This contest is a fantastic way to involve all those creative minds we know are out there in direct response to the wishes of our participants for a unique 2012 shirt."

For some, a unique t-shirt can be a strong motivator for deciding to participate in an event, and for some particularly challenging events, a participant shirt may be considered a hard-earned badge of honor. Those of us close to the preeclampsia cause, may be longing for a compelling "moveable billboard" we can wear to broadcast our own loss or survival

while helping raise awareness in the process. So submit your ideas today!

MARKETPLACE

Chilly Weather? Grab a PF Sweatshirt!

It may be warm here in Florida, but we know it's snowy everywhere else! Stay warm and show your support by wearing this poly-cotton long sleeved gray sweatshirt with crew neck. Emblazoned with the Preeclampsia Foundation logo on the front, you will be sure to raise awareness when you brave the winter weather in our sweatshirt.

Visit our marketplace to order one today, or check out the other fabulous awareness merchandise, like our survivor shirts and *Promise Walk* ribbon magnets!

Forward email

SafeUnsubscribe

This email was sent to laney.poye@preeclampsia.org by eleni.tsigas@preeclampsia.org | Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

Preeclampsia Foundation | 6767 N. Wickham Rd | Suite 400 | Melbourne | FL | 32940