

FOR IMMEDIATE RELEASE
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YOU OUGHTA BE IN PICTURES...
Local Babies to Star in Planned Parenthood Commercials

Baltimore, MD—Planned Parenthood of Maryland has chosen nine African American babies, ages 6-16 months, to be featured in TV commercials and print ads for its new campaign, Babies Born Healthy. And the winners are: **Layla Abdi of Parkville; Kahrin Artis-McLaughlin and her mother, Shani Artis of Baltimore; Nyiem Cameron of Baltimore; Eric Clay, Jr. of Bowie; Tyler Felder of Baltimore; Kyndall Goodman of Baltimore; Derrick McKnight of Baltimore; Miauna Parson of Edgewood; and Chalise Rencher of Baltimore.**

On April 14, Planned Parenthood of Maryland held a baby casting call at its 330 N. Howard Street location to find local babies to use in the campaign. Winners received \$100 gift card for groceries, a \$50 savings bond, a DVD of the television spots, and the thrill of playing a starring role.

African American babies born in Baltimore City are almost nine times more likely to die before their first birthday than Caucasian babies. The Babies Born Healthy initiative encourages women of childbearing age to practice a healthy lifestyle before even getting pregnant, thereby improving the chances that their babies will be born healthy. It was developed to inform the community of the high rate of infant mortality and low birthweight in Baltimore City, especially among African American babies.

The mission of Planned Parenthood of Maryland is to enable all Marylanders to have access to a wide range of high quality, affordable, reproductive health care services. By providing medical services, education, training, and advocacy, the organization seeks to help individuals make informed decisions about their reproductive health, family planning options, and sexuality. ###