Dear Partner,

Please join us in our exciting partnership with cable television network Discovery Fit & Health (DFH) and get moms to tune in to their great programming during Baby Week (March 18-22).

**We need you to help make Baby Week a success!**

Starting now, you can help bring more moms to text4baby by supporting Baby Week.

1. **Promote Baby Week using these tweets:**

• Discovery Fit&Health’s Baby Week is 3/18-22! Tune in for fun shows about motherhood & learn about text4baby. Text BABY to 511411 to signup

• Find the Discovery Fit&Health channel in your area to watch during Baby Week! http://health.howstuffworks.com/tv/channel-finder.htm

• Sign up for text4baby during Discovery’s Baby Week! Text BABY (BEBE for Spanish) to 511411

1. **Promote on Facebook using these posts:**

• Discovery Fit&Health’s Baby Week is 3/18--22! Tune in for fun and educational shows about motherhood & learn more about text4baby. Find the Discovery Fit&Health channel in your area so you can watch Baby Week shows! http://health.howstuffworks.com/tv/channel-finder.htm

• Sign up for text4baby during Baby Week! Share this post with your friends and family so they can enroll too. To sign up, text BABY (BEBE for Spanish) to 511411.

1. **Promote the @mytext4baby Twitter chats and the “Watch and Win” contest:**
* Monday, March 18th at 8pm EST during Cake Boss
* Thursday, March 21st at 8pm EST during 19 Kids and Counting

**During the Twitter chats,** moms who watch the shows and respond to a specific question during the scheduled @mytext4baby Twitter chats will be **entered to win a $250 Babies “R” Us gift card**!

**Tweets for Twitter**

* RT & tune in to Baby Week! Check out the @mytext4baby live chat to win a $250 Babies “R” Us gift card! Sign up by texting BABY to 511411
* Follow @mytext4baby to learn how you can win a $250 Babies “R” Us gift card!
* You can win a $250 Babies “R” Us gift card! Watch & go to the @mytext4baby live chat now. Answer the question correctly to be entered.

**Posts for Facebook**

* It’s Baby Week! Share this post to tell others to tune in, sign up for text4baby by texting BABY (or BEBE for Spanish) to 511411, and check out the @mytext4baby live Twitter chat happening (according to schedule above).
* “Like” text4baby on Facebook and follow @mytext4baby on Twitter to learn how you can win a $250 Babies “R” Us gift card!
* You can win a $250 Babies “R” Us gift card! Check out the @mytext4baby live Twitter chat going on now and answer the question correctly to be entered.
1. **Distribute Baby Week flyer and include Baby Week information in newsletters, blogs, or emails.** (both attached)

Thank you for helping us in reaching pregnant women and moms with important health and safety information.

Sincerely,

Sarah Ingersoll

Text4baby Director