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**Text4baby Launches Summer Sign-up Contest**

Individual Enrollment Competition Reaches Pregnant Women and New Moms

**WASHINGTON, DC**, **July 8, 2011** – Text4baby, the free mobile health service for pregnant women and new moms, is announcing the launch of its Summer Sign-up Contest to reach more moms with prenatal and infant health information. The competition is an opportunity for text4baby fans to spread the word about the innovative service to friends, family, patients, and others who can use health tips and guidance from experts about how to how have a safe and healthy pregnancy and get baby off to a great start.

Beginning July 8, 2011, individuals are encouraged to recommend women who can benefit from text4baby to sign up for the program. Contestants will get credit for the number of individual pregnant women and new moms they refer on the text4baby web site who sign up during the contest period. The 20 contestants who enroll the most women in text4baby before September 10, 2011 will win a year’s supply of baby products and a special gift for mom, courtesy of text4baby’s Founding Sponsor Johnson & Johnson. They will also receive a text4baby t-shirt and be quoted about their experience in using text4baby on the text4baby website. The winners will be announced by September 30, 2011, in honor of Infant Mortality Awareness Month.

“The contest is a way for individuals to be part of the dynamic text4baby movement that already is making it easier for over 190,000 pregnant women and new moms to learn more about how choices they make today affect their child’s lifelong health,” said Judy Meehan, CEO of the National Healthy Mothers Healthy Babies Coalition, the nonprofit which serves as the programmatic home of the service.

The Summer Sign-Up Contest provides individuals with a way to reach more women with this important service and contribute to helping their State win the State Enrollment Contest which is underway. For more information about the Summer Sign-Up Contest or the State Enrollment Contest, visit [www.text4baby.org](http://www.text4baby.org).

**How text4baby Works**

Women who text "BABY" (or “BEBE” for Spanish) to 511411 receive three text messages a week, timed to their due date or their baby's birth date through the baby’s first year. The messages, which have been developed in collaboration with government and nonprofit health experts, address topics such as immunization nutrition, birth defect prevention, occupant protection and safe sleep.

Text4baby is made possible through a public-private partnership that includes government, corporations, academic institutions, professional associations, tribal agencies and non-profit organizations. Johnson & Johnson is the founding sponsor. Founding partners include the National Healthy Mothers, Healthy Babies Coalition, Voxiva, CTIA - The Wireless Foundation, and Grey Healthcare Group (WPP company).

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**About National Healthy Mothers, Healthy Babies Coalition**

The National Healthy Mothers, Healthy Babies Coalition is the only coalition of its kind which acts as a catalyst for change by creating partnerships among community groups, nonprofit organizations, professional associations, businesses and government agencies. The Coalition promotes optimal health for mothers and babies, and works to strengthen families and build healthy communities.