

New Text4baby Outreach Partner Press Release Template

[Organization Name] joins partnership promoting free mobile information service

Partnership will help promote maternal and child health through text messaging in [City/Community]

[CITY] — [Organization Name] has partnered with [Text4baby](#), the largest mobile health initiative in the nation, to provide critical information to pregnant women and mothers with infants under age one, along with their partners and loved ones.

Text4baby uses the power of cell phone technology to help new mothers and expectant women keep themselves and their babies healthy. Around 89 percent of young women carry their smart phones at all times, so Text4baby delivers the information moms and expecting women need most through free text messages and an app.

[Insert quote(s) from CEO/ED]

Information on how organization will work with Text4baby

Each year in the U.S., more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday. The infant mortality rate in the U.S. is one of the highest in the industrialized world, and for the first time since the 1950s, that rate is on the rise.

To enroll in the Text4baby service, women sign up by texting BABY (or BEBE for Spanish) to 511411 and receive at least three free text messages a week containing expert health tips and safety information, timed to their due date or baby's birth date. Text4baby sends personalized messages directly to the subscriber, and the texts have information they can trust, since they are developed by leading national medical health organizations and federal partners from all over the country. There is also an app, available for download in the Google Play and iTunes stores, which provides additional information about baby's development, pregnancy, childcare tips and more.

About Text4baby

Text4baby, the nation's only free mobile information service designed to promote maternal and child health through text messaging, has enrolled over one million pregnant women and new mothers. A free service of ZERO TO THREE and Voxiva, Text4baby is made possible through a broad public-private partnership including the CTIA Wireless Foundation, Grey Healthcare Group, the US Department of Health and Human Services and over 1,400 national, state and local organizations. Text4baby messages are free thanks to the generous support of AT&T, Bluegrass Cellular, Boost Mobile, Cricket Wireless, MetroPCS, Sprint Nextel, T-Mobile, U.S. Cellular, Verizon Wireless and Virgin Mobile U.S.A. To learn more, visit <https://partners.text4baby.org>.

About [YOUR ORGANIZATION]