<<Name>>

<<Company>>

<<Address>>

<<City>>, <<State>> <<Zip>>

Dear <<Retailer>>:

In the United States, more than 300 babies are lost to sleep-related deaths each month – it’s the most common cause of death infants. Perhaps more disturbing, here in Connecticut the rate of "unintentional suffocation" is 30 percent higher than, the national average.

**But there is a solution.**

By following the American Academy of Pediatrics’ Safe Sleep Guidelines the rate of sleep-related infant deaths can be dramatically decreased.

For 35 years First Candle, a national nonprofit based in Connecticut, has been dedicated to educating new and expectant parents and their babies’ caregivers on how to provide a safe sleep environment for their babies. And, because the impact of a baby’s death is so traumatic they have also provided bereavement support services to all families who have experienced a loss.

During **Baby Safety Month**, **September** and **SIDS Awareness Month**, **October** we’re asking retailers to help families by spreading the word on safe sleep environments - simply display the enclosed **Safe Sleep Guidelines** - and to help us raise funds to continue to provide training for caregivers and parents on Safe Sleep and bereavement support services for those who have experienced a loss.

Briefly explain why this is important to you

Participation in Baby Safety Month, September and/or SIDS Awareness Month, October is simple: We’ll supply everything you need. Just fill in and return the enclosed form. We’ll deliver the materials and pick-up the donations, if you’re not using your own point of sale system for donations in your locations.

Customers value businesses with strong community outreach and contribute to causes they care about. First Candle’s mission is to eliminate Sudden Infant Death Syndrome through education and outreach while providing support for grieving families who have suffered a loss. This has meaning for your customers, families with young children.

They’ll appreciate your efforts for Baby Safety Month, September and/or SIDS Awareness Month, October. And so will we.

Thank you in advance for your support.

With gratitude,

Your signature

***Saving Babies. Supporting Families***