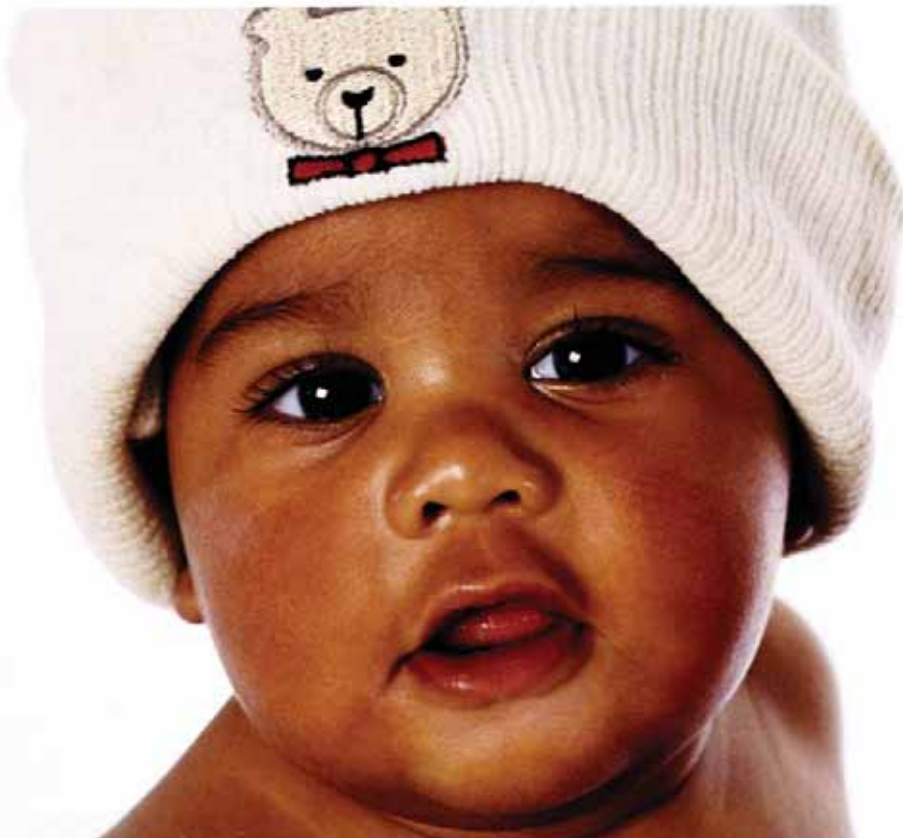


Room to Grow



Did you know that approximately 1/3 of all New York City children under the age of three live beneath the poverty line?*

For Julie Burns, founder and executive director of Room to Grow in New York City, the statistic is staggering. In 1998, Burns founded Room to Grow with the essential belief that every child needs and deserves a stimulating and nurturing start in life. Since then, Room to Grow has supported hundreds of children as they move through the three-year Room to Grow experience.

*The National Center For Children In Poverty, Columbia University. Study of New York City children under age 3 (1996-98 average).



Julie Burns
Founder of Room to Grow

clothing and baby gear, books and educational toys, was designed to not only provide an intimate environment for parents, but a stimulating one for the child. The space also serves to act as a "boutique" where parents "shop" for their newborn (though none of the items carry a price tag) and provides them with top-quality items.

"Raising a baby is an enormous joy, but for families in poverty it also comes with very special challenges. When you want to provide everything for your child—and that's a universal feeling—but simply can't, it becomes very stressful," says Burns. "And, that wish to provide is not only material but emotional: How do I meet my baby's

needs? Am I doing the right thing? I feel overwhelmed, and so how do I meet my baby's needs if I am depressed or anxious?"

Parents served by Room to Grow are first referred to the organization through 15 selected prenatal programs that assist low-income families throughout New York City. Upon their referral, parents visit Room to Grow every three months, from just before the birth of their baby until their child turns three. At each visit, parents spend approximately two hours with Melissa Groves, Room to Grow's Program Director, who assists the parents with selecting new or nearly new clothing, toys, books, and other baby essentials for their child while also providing them with parenting information



and support, including the understanding of what those items mean with regard to the care and development of their infant.

In doing so, Room To Grow addresses this critical stage in a child's life and establishes a firm foundation for that child's further



development and a happy, productive life. Burns continues, "I think what Room to Grow does is provide an environment where parents can come in and, as they pick and choose all the things they need for their growing baby, they also have all their feelings addressed and all of their questions answered. That, more than anything else, is the most important thing that happens here."

Thanks to the support of national and local-based sponsors, Room to Grow is now expanding with its second location in Boston set to open in December 2004.



Room To Grow's mission is to enrich the lives of babies born into poverty throughout their critical first three years of development.

How can you help?

Room to Grow accepts new or nearly new items for donation. If you would like to help, you can:

- ⋮ **CALL** Room to Grow at 212.620.7800 and make a donation.
- ⋮ **GO** to Room to Grow at 54 West 21st Street #401, New York, NY 10010 and deliver new or nearly new items. (Please call ahead.)
- ⋮ **VISIT** the Room to Grow tent at Child magazine's Mother's Day Race, Sunday, May 9, 2004 from 8 to 11 am to drop off new or nearly new items.



www.roomtogrow.org

All mothers need a little love on Mother's Day

Help other moms and give to Room to Grow!

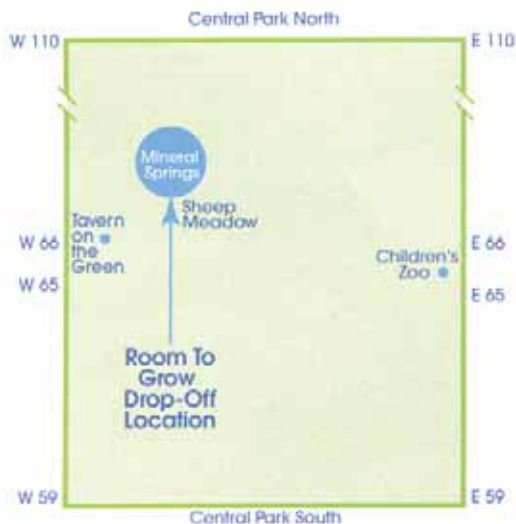
Room to Grow is thrilled to accept your in-kind donations. Donate new or nearly new baby items—the most important thing is that the items be in truly excellent condition.

Room to Grow at *Child* magazine's Mother's Day Half Marathon and Co-ed 5K Races

Sunday, May 9, 2004

8-11 am

Central Park near Mineral Springs
New York City



Room to Grow accepts items for children under age 3 including:

- | | |
|-------------------------------|---|
| - Clothing | - Bassinets |
| - Books | - Bottles/Nipples/
Teethers (new only) |
| - Toys | - Exersaucers |
| - Blankets/
Bedding/Towels | - Highchairs |
| - Baby Carriers | - Strollers |
| - Baby Proofing Items | - Swings |
| - Baby Monitors | - Videos/Music Tapes |

Sorry, Room to Grow cannot accept:

- | | |
|-------------------------------|-------------------|
| - Car Seats | - Formula |
| - Cribs and
Baby Furniture | - Recalled Items |
| - Diapers | - Stuffed Animals |
| | - Walkers |

Room to Grow
54 West 21st Street, #401, New York, NY 10010
212.620.7800 | www.roomtogrow.org



Thank you!

Child magazine and Room to Grow would like to thank those companies who have generously donated items as part of our Mother's Day effort:



Using the positive effects of music to enrich and stimulate, babygenius® empowers you to take an early and active role in your child's development.



The Eddie Bauer Boppy® nursing and infant support pillow slips around your waist while you nurse or dad bottle-feeds and gives your back, shoulders and arms some welcomed relief. For 2 consecutive years, moms like you have voted Boppy the #1 baby product. You've got a busy life ahead. Make sure you are comfortable. www.boppy.com.



Buster Brown has always believed that every child is special. That's why we're proud to support Room to Grow in their efforts to make sure every baby has a healthy start.



Dr. Brown's Natural Flow® baby bottle—the only bottle with a patented internal vent that eliminates the air bubbles and vacuum pressure to help reduce colic, spit-up, burping, and gas.



gap kids
it's fresh, it's new.
there's more at gap.com



Graco is a proven innovator in the development of car seats, strollers, swings highchairs, portable playards, activity centers, and accessories. For more information, please visit www.gracobaby.com.



Gund, the maker of the world's most huggable plush is proud to support Room to Grow, an organization dedicated to enriching the lives of babies born into poverty.



HarperCollins Children's Books, a division of HarperCollins Publishers, is one of the leading publishers of children's books in the world.



Just in time for summer, Rocawear Kids presents the hottest trends for today's fashionably hip and cool kids featuring active-wear, denim and casual sportswear. The line is available in major department and specialty stores nationwide.