



7 Days for SIDS

sponsored by 

March 2010

Dear Fellow Restaurateur and Business Owner,

After losing our baby daughter Tatiana in June 2002, we founded 7 Days for SIDS: A One Week Fundraiser for Sudden Infant Death Syndrome. This annual event has raised over \$600,000 since 2003, making it the primary source of funding for the Sudden Infant Death Network of Ohio. In the past seven years, we contributed \$40,000 to the foremost SIDS researchers in the country, Drs. Henry Krous and Hannah Kinney. We also contributed nearly \$60,000 to the Tatiana de Cavel Scholarship Fund at the Midwest Culinary Institute at Cincinnati State.

In addition, we provided for the development and distribution of the "Keep Your Sleeping Baby Safe" brochures and over 3,000 infant "onsies" tee shirts to Greater Cincinnati area hospitals and parenting programs. We have also provided funding for the SID Network of Ohio to continue its mission of grief support, education, and awareness.

Again this year, for one great week, (June 7 -13, 2010) restaurants and businesses throughout the Greater Cincinnati and Northern Kentucky area will band together to raise money for and awareness of Sudden Infant Death Syndrome (SIDS), the number one cause of death for infants between the ages of one week and one year.

With generous support from Pampers, our signature sponsor again this year, 7 Days for SIDS will be even bigger and better than ever. Due to the wonderful support of the entire community, we are pleased to announce that 7 Days for SIDS is now the second largest funding source for the SID Network of Ohio.

**We're asking you to get involved!** The attached participation form has examples of ways you can help. We invite you to complete the attached form and fax it to 513.221.1635. If you prefer, you can complete the form online at [www.7daysforsids.com](http://www.7daysforsids.com). **Interested in sponsorships? Contact us at 513.569.4995 or email: [info@7daysforsids.com](mailto:info@7daysforsids.com).**

As soon as we hear from you we will be able to add your name to the list of supporting businesses on our web site [www.7daysforsids.com](http://www.7daysforsids.com) and work with you to promote your event through our advertising and other promotional materials.

On behalf of the 7 Days for SIDS committee, we want to personally thank you for contributing to this important work. We believe that together, we can look forward to the growth of this event year after year – and to the hope of a future without the heartache of SIDS.

Sincerely,

Annette and Jean-Robert de Cavel and the  
7 Days for SIDS Committee

P.S. The earlier we receive your form, the more we can help to promote your involvement. Forms received later than April 12, 2010 will still enable you to participate in **7 Days for SIDS**, but will miss deadlines for being featured in advertising and promotional features. So please send us your commitment to participate today!

PO Box 43366

Cincinnati, Ohio 45243

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[www.7daysforsids.com](http://www.7daysforsids.com)

**Because when we put an end to SIDS, we all sleep better at night.**