



On June 20, 2009, at five months old, our daughter, Emily, went down for her afternoon nap and never woke up. Her cause of death was determined as Sudden Infant Death Syndrome (SIDS). She was a healthy, vibrant, happy baby. Her red hair was always waving in the wind, earning her the nickname "Emily Peacock".

On March 4, 2017, we will host the 8th Annual Peacock Strides for Babies, in memory of Emily, and to benefit the CJ Foundation for SIDS. Funds raised will support SIDS research in the hope that the cause of SIDS deaths can be identified and prevented. The *Peacock Strides for Babies* is a 5K Run (Timed) and a 1-mile Family Fun Run held in Mauldin, SC. The day also includes kids' activities and a silent auction.



SIDS is the leading cause of death of infants one to twelve months of age, killing an average of 2,500 babies a year in the US alone. A SIDS diagnosis is given when an autopsy reveals no distinguishable cause of death. While research is ongoing – more needs to be done to uncover the mystery of SIDS and save babies.

In the eight years since Emily died, research strongly suggests a biological cause in a babies serotonin levels as a factor in SIDS deaths. In the past year, the President signed a bill into law that requires all infant death investigations to be handled and labeled consistently so that we can look for patterns and find more answers. The CJ Foundation for SIDS was a leading supporter of both the research and the efforts to get this law into effect. This means that your contributions over the past five years has directly contributed to these efforts as well.

Over the past seven years, our amazing sponsors and race participants have helped raise over \$260,000 for the CJ Foundation for SIDS, but babies are still dying from this mysterious killer, so we are asking for your help again. We are asking for your help in making this event as successful by becoming a sponsor, and/or making an in-kind donation of products or services. Please see the enclosed sponsorship form.



There is not a day that goes by that we don't think about and miss our precious Emily. We will always wonder what she would look like now and how she would act. We will never get the chance to know. What we can do is work to find a reason behind SIDS deaths. No parent should have to bury their child.

Thank you very much for your support of this event and of all the families who have faced the tragedy of losing a child.

Sincerely,
Matthew, Jodi, Natalie & Nicholas Ware



2017 Sponsorship / Donation Form

Thank you for your consideration in sponsoring this important event. You are helping to fund the research that will save babies.

Sponsor Information

All sponsorships are tax- deductible to the extent allowed by law. CJ Foundation for SIDS Tax Exempt No. 22-3280254
(The CJ Foundation for SIDS is a registered 501(c)(3) non-profit organization; <http://www.cjsids.org/>)

Name: _____

(person, business, store name as you would like it printed)

Address: _____

Contact Name: _____

Phone: () _____ Email: _____

Sponsorship Options (please check one)

- ☐ **Option 1: Platinum Sponsor**
\$2,000 - Sponsor's logo will be featured on all print materials including advertising, promotions, t-shirts and website.
- ☐ **Option 2: Gold Sponsor**
\$1,000 - Sponsor's logo will be featured on the website and t-shirt. It will also be included in print and walk day materials, except where space limitations in certain promotional opportunities preclude inclusion.
- ☐ **Option 3: Silver Sponsor**
\$500 - Sponsor's name will be listed on website, t-shirt and walk-day materials.
- ☐ **Option 4: Friends of Peacock Strides for Babies**
\$250 - Sponsor's name will be on walk day materials.
- ☐ **Option 5: Donation to Peacock Strides for Babies**
I do not wish to sponsor, but would like to donate \$ _____
- ☐ **Option 6: Donation of goods or in-kind services for Peacock Strides for Babies**
Item: _____

(Description of item or service)

Estimated Value: _____

Credit cards also accepted: _____ AMEX _____ VISA _____ MC

Name on Card _____

Card # _____ Exp _____

Signature _____

Please make checks payable to: CJ Foundation for SIDS

Please send checks or in-kind gifts to: Jodi Ware

28 Canso Street; Greenville, SC 29607

Email hi-res logos to jlockaby.stc00@gtalumni.org

(To register or give on-line:

<https://runsignup.com/Race/SC/Mauldin/PeacockStridesforBabies>)

Questions? Please call Jodi Ware at 864-373-1199

