For Immediate Release **Contact** [Name]

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**September is Neonatal Intensive Care Awareness Month**

[Local organization/group name] Supports Awareness Cause

In an effort to raise awareness to the work of health professionals and researchers within the field of neonatal medicine and to promote the development of resources for families facing a stay within the neonatal intensive care unit (NICU), non-profit organization Project Sweet Peas, in partnership with parent and professional organizations nationwide, have designated September as Neonatal Intensive Awareness (NICA) Month.

According to the March of Dimes, 10-15% of infants will experience a stay in the NICU. Few of these families are prepared for the strain that is experienced in the NICU as they watch their child fight for life. NICA month brings attention to the challenges these families face and seeks to leverage resources among individuals who are passionate about providing support to growing families.

In addition to philanthropic intent, Neonatal Intensive Care Awareness Month is designed to honor the journey of families experiencing a NICU stay and the dedication of the health professionals who care for them.

NICA month provides the unique opportunity for awareness and is inspiring thousands to get involved in their communities nationwide. In honor of NICA month \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(your organization) will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(insert description of event or initiative here).

For more information on our local efforts, please contact \_\_\_\_\_\_\_\_ (your name) at \_\_\_\_\_\_\_\_\_\_\_(contact information) For additional resources please visit www.nicuawarenss.org

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