



**MEDIA ADVISORY**

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**Mayor Barrett and Milwaukee Lifecourse Initiative for Healthy Families to Introduce Milwaukee’s Next Strong Babies**

**Milwaukee** (Wednesday, Dec. 17) - On Thursday, December 18, the Milwaukee Lifecourse Initiative for Healthy Families (Milwaukee LIHF), led by United Way of Greater Milwaukee, will announce Milwaukee’s next Strong Babies. The Strong Baby campaign, created in partnership with Serve Marketing, is an effort designed to engage the community in the crucial conversation around the importance of changing the conditions that can reduce infant mortality and lead to stronger babies.

The 10 winners were selected from the more than 300 local contestants who attended an open casting call held at the BMO Harris Bradley Center on Nov. 1, or were submitted on a social media casting call via the [Strong Baby Facebook page](#). In addition to taking home a \$200 U.S. savings bond, the winning babies will appear in Strong Baby ads online and in the community as part of the broad effort to reduce infant mortality rates in Milwaukee.

- WHAT:** Meet Milwaukee’s Next Strong Babies!
- WHEN:** Thursday, Dec. 18
- TIME:** 11:30 a.m.
- WHERE:** United Way of Greater Milwaukee  
225 W. Vine St., Milwaukee
- SPEAKERS:** Mayor Tom Barrett and Shirley McFarlane, Co-chairs, Milwaukee LIHF  
Milwaukee LIHF Program Director LaShawndra Vernon  
Serve Creative Director Gary Mueller

Additional interview opportunities with Strong Babies and parents available.

For more information about the campaign, visit [www.IWantAStrongBaby.com](http://www.IWantAStrongBaby.com).

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# LIHF

Lifecourse Initiative  
for Healthy Families  
**Milwaukee**



United Way  
of Greater Milwaukee

**About Milwaukee Lifecourse Initiative for Healthy Families:** *The Milwaukee Lifecourse Initiative for Healthy Families (LIHF) is a community-wide collaborative, led by United Way of Greater Milwaukee, working to eliminate racial disparities in birth outcomes and ensure more babies reach their first birthday. It is funded through the UW School of Medicine and Public Health from the Wisconsin Partnership Program.*

**About Serve Marketing:** *Serve is the country's only all-volunteer, nonprofit advertising agency, whose mission is to give under-served charitable causes a stronger voice in the community. Since 2002, Serve volunteers have created behavior-changing public service campaigns for over 50 local and national non-profit causes from Shaken Baby Syndrome, statutory rape and teen homelessness to foster care, gun violence and teen pregnancy. Most recently, Serve's work was honored by the White House for its role in helping reduce teen pregnancy in Milwaukee by 50% over the past 6 years. For more information, go to [www.servemarketing.org](http://www.servemarketing.org).*

**About United Way of Greater Milwaukee:** *United Way of Greater Milwaukee improves our community by mobilizing people and resources to drive strategic impact in Education, Income and Health – the building blocks for a good quality of life. Learn more at: <http://www.unitedwaymilwaukee.org/Newsroom.htm>*

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