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## **Mud Pie Encouraging Healthy First Steps for All Babies**

**STONE MOUNTAIN, GA** – March 21, 2013 - The March of Dimes and Mud Pie announced a partnership that will help raise funds for March of Dimes 2013 *imbornto*® campaign through the sale of Mud Pie Baby Socks. The collaboration is a perfect fit for the gift manufacturer who is known for their signature infant socks. Through this alliance, Mud Pie will contribute a dime for each pair they sell to their retail partners or directly to consumers.

“We know our socks make people smile-- parents and grandparents tell us all the time,” said Marcia Miller, Mud Pie’s founder and CEO. “When one mother reached out to tell us that our socks were a source of joy when her baby was confined to intensive care, we were inspired to find a meaningful way to ensure healthy first steps for all babies.”

Mud Pie has committed a minimum donation of \$100,000 to the March of Dimes *imbornto*® campaign, a national March of Dimes cause marketing program centered around the inspiring message that ‘every baby is born to do something great’ and designed to generate awareness and raise funds to continue the organization’s research, education, vaccines and breakthroughs.

“The March of Dimes has been hard at work improving the lives of babies and families everywhere for 75 years,” says Chad Royal-Pascoe, Vice President, National Partnerships and Cause Marketing. “We are excited to partner with Mud Pie on the *imbornto* initiative to help all babies start out on the right foot.”

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**About the March of Dimes:**

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide and its premier event, March for Babies<sup>®</sup>, March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. For the latest resources and information, visit [www.marchofdimes.com](http://www.marchofdimes.com) or [www.nacersano.org](http://www.nacersano.org). Find us on [Facebook](#) and follow us on [Twitter](#).

**About Mud Pie**

Mud Pie is an award-winning manufacturer of innovatively designed and affordably priced gifts for the home and hostess, for babies and toddlers, seasonal and holiday gifts and an expanded collection of fashion and fashion accessories. Many of Mud Pie's unique items are packaged ready-to-give and are available in over 16,000 specialty retailers and department stores or direct to consumers at [www.mud-pie.com](http://www.mud-pie.com). Mud Pie delivers the right gifts, at the right time, at the right price. Mud Pie ...because every day is a gift.

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