



GLOBAL MOM RELAY

MOMS SHARE IT FORWARD.



What is the best advice a mom ever gave you? We think moms are often the glue that hold families and therefore, humanity together. Healthy families promote healthy communities — and so many moms are passionate about helping their own families and families around the world achieve health and happiness. That’s why the United Nations Foundation, Johnson & Johnson, The Huffington Post, BabyCenter, and the Bill & Melinda Gates Foundation are launching the Global Mom Relay of moms and their friends from around the world sharing stories of motherhood to inspire action to help improve the lives of mothers and children everywhere.

HOW IT WORKS

The Global Mom Relay will bring together today’s leading global and local voices to discuss the importance of strengthening the health of mothers and children around the world.

Each day, people like Arianna Huffington, Elizabeth Gore, Jennifer Lopez, and Lynda Lopez, will come together as part of the relay by using social media tools ranging from interviews to blog posts to photos and videos to highlight the power of motherhood, to share an issue and cause they are committed to, or to talk about the mom who inspires them. They will then “pass the baton” to the next relay participant.

Each time you share a Global Mom Relay piece on Facebook, Twitter, or Email, or donate \$5 or more, a \$5 donation (up to \$62,500 per week) will be donated by Johnson & Johnson and the Bill & Melinda Gates Foundation to one of four initiatives that are helping women and children lead healthy and happy lives - Girl Up, the Global Alliance for Clean Cookstoves, Mobile Alliance for Maternal Action (MAMA), and the Shot@Life campaign.

This groundbreaking discussion will kick-off on International Women’s Day on March 8, 2013 and lead up to Mom+Social, an interactive, first-ever →

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conference hosted on May 8, 2013 in honor of Mother's Day by the United Nations Foundation, Johnson & Johnson, 92Y, BabyCenter, and The Huffington Post.

Online moms are part of the solution. Each time they share and educate their communities about

these issues and invite involvement, they spark change. Their influence and voice through blogs, interactions on Facebook, Twitter, Pinterest, Instagram and elsewhere matter. Sharing will make a difference!

WHY THE CONVERSATION MATTERS

Improving the health of every woman and every child is a priority for the United Nations and Secretary-General Ban Ki-moon because it is the key to creating a better future. The Global Mom Relay is in support of Every Woman Every Child, a movement launched by UN Secretary-General Ban Ki-moon to save the lives of 16 million women and children by 2015.

- **Every 20 seconds** a child dies from a vaccine-preventable disease.
- Medical complications from pregnancy and childbirth are the leading cause of death among girls ages 15-19 worldwide. And girls between the ages of 10 and 14 are **five times** more likely to die in pregnancy or childbirth than women aged 20 to 24. The vast majority of these deaths take place within marriage.

- For **millions of mothers** living in poverty, access to vital health information is a matter of life or death.
- Exposure to smoke from traditional cookstoves and open fires — the primary means of cooking and heating for nearly three billion people in the developing world — causes **four million** premature deaths annually, with women and young children the most affected.

While these statistics are devastating, there is hope. By raising awareness and funds, we can together help improve the health of women and children around the world. Join the Global Mom Relay to change lives and create a better world for generations to come.

For more information, contact:
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or visit www.unfoundation.org/GlobalMomRelay.

**JOIN THE RELAY. SHARE. DONATE.
UNLOCK THE POTENTIAL.**

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