

MOM+SOCIAL



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, 92Y, and the Bill & Melinda Gates Foundation are launching Mom+Social.

ABOUT MOM+SOCIAL

Mom+Social is a special, one-day global summit focused on motherhood and the role of social media, technology, and philanthropy to improve the health of moms and children everywhere. Hundreds of the brightest and most passionate people working to improve child, maternal, and reproductive health will gather on May 8, 2013 at the 92YTribeca in New York City to share ideas, raise awareness, and inspire action. This unique gathering will focus the world's attention on ways to address some of the greatest health challenges affecting women and children today. Anyone, from anywhere, will be able to participate in the dialogue by tuning into the speeches, discussion, and panels via live stream and social media.

This event will put moms at the forefront of the discussion. It will connect them to each other, to worldwide experts, and to a global audience to inspire action that leverages the unique power of social media to improve the lives of families, of communities, and our world.



Mom+Social will be the culminating event of the Global Mom Relay, which invites moms and others to share stories of motherhood to inspire action to help improve the lives of every woman and every child. Launching on International Women's Day on March 8, 2013, The Global Mom Relay is bringing together today's leading global and local voices including Arianna Huffington and Elizabeth Gore, Jennifer Lopez, and Lynda Lopez to discuss the importance of strengthening the health of mothers and children around the world.

Each time you share a Global Mom Relay piece on Facebook, Twitter, or Email, or donate \$5 or →

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more, a \$5 donation (up to \$62,500 per week) will be donated by Johnson & Johnson and the Bill & Melinda Gates Foundation to 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.

Hosted by The United Nations Foundation, 92Y, Johnson & Johnson, BabyCenter, and The Huffington Post, Mom+Social, will build on the momentum of the successful Social Good Summit and The Global Conversation, forums that bring together people around the world to harness technology and social media for social good.

WHY IT 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, they can be changed. Join the Global Mom Relay and reserve your seat at Mom+Social. Together, we can spread the word about these challenges, the solutions, and how anyone anywhere can make an impact.

For more information, contact adielsi@unfoundation.org or visit www.unfoundation.org/GlobalMomRelay and www.unfoundation.org/Momplussocial.



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