



Contact: Gillian Ray, N.A.C.H.
703-797-6027
gray@nachri.org

Kelli Daley
Kelli.daley@workingmother.com

Working Mother Endorses National Health Care Campaign N.A.C.H. and *Working Mother* Join Forces to “Speak Now for Kids”

(Washington, DC) – The National Association of Children’s Hospitals’ (N.A.C.H.) “Speak Now for Kids in Health Reform” campaign today announced its partnership with *Working Mother* to raise visibility for children’s needs in health care reform.

“We are thrilled to have *Working Mother* as our first media partner in this national grassroots campaign targeted towards Congress at a time when they are debating health care reform,” said N.A.C.H. President and CEO Lawrence McAndrews. “*Working Mother* has a large, influential and well-educated audience within the parenting community. Their involvement will be critical in our on-going efforts to build momentum for ensuring children’s needs are addressed in health reform legislation.”

“Partnering with SpeakNowForKids.org offers *Working Mother’s* moms an opportunity to let their voices be heard on what they tell us is a number one priority: their family’s health care,” said Helen Jonsen, director of digital media for Working Mother Media and editor of workingmother.com. “As a parent of a child with a life-threatening illness, I have learned first hand how tenuous our health care system is especially where children are concerned. Our lawmakers need to understand that healthy children make a healthy nation. And families should not struggle alone.”

Spearheaded by the National Association of Children’s Hospitals, Speak Now for Kids in Health Reform utilizes interactive Web technology to allow advocates to register online as champions for children’s health, express their priorities for children in health reform and upload written or video testimonials about their personal experiences with children’s health care coverage, delivery, quality and costs. Gathered data is then broken out by state, Congressional district and rolled up nationally to display champions’ opinions.

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National partners of the Speak Now for Kids in Health Reform campaign include the American Academy of Pediatrics, Children’s Defense Fund, Children’s Health Fund, First Focus and March of Dimes.

About Working Mother Media

Celebrating 30 years, *Working Mother* magazine reaches 2 million readers and is the only national magazine for career-committed mothers; and [workingmother.com](http://www.workingmother.com) <http://www.workingmother.com> brings to the Web a broad range of insight and solutions served to working mothers every day. Working Mother's 24-year signature research initiative, Working Mother 100 Best Companies, is the most important benchmark for work/life practices in corporate America. With offices in New York and Washington, DC, Working Mother Media, a subsidiary of Bonnier Corp., <http://www.bonnier.com> includes the National Association for Female Executives (NAFE) (<http://www.nafe.com>), Diversity Best Practices (<http://www.diversitybestpractices.com>), the WorkLife Congress, and the Multicultural Women's Conference and Town Halls. Working Mother Media's mission is to champion cultural change.

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The National Association of Children's Hospitals (N.A.C.H.) is the public policy affiliate of the National Association of Children's Hospitals and Related Institutions. Representing more than 140 freestanding acute care children's hospitals, freestanding children's rehabilitation and specialty hospitals, and children's hospitals organized within larger medical centers, it addresses public policy issues affecting children's hospitals' missions of service to the children of their communities, including clinical care, education, research and advocacy.

To learn more visit www.SpeakNowforKids.org.