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GOODWORKS

MNI Donates 100 Hats to Save the Children Employees Get Together to Knit for Caps for Good Program

By: Karen Egolf

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Looking to make their company's partnership with Save the Children more personal, employees of Media Networks Inc. recently donated 100 handmade hats to the nonprofit's Caps for Good drive.



MNI has been running ads for Save the Children in its print magazine network, which includes Newsweek, Sports Illustrated, The Week and Time, since November. When the organization launched its program for making caps for newborns in Third World countries, 15 employees decided to start knitting.

Save the Children and Warm Up America Foundation set up the four-month Caps for Good program to collect knit and crocheted caps for newborns in Africa, Asia and Latin America. According to Save the Children, almost 4 million babies worldwide die in their first month of

life, half within their first 24 hours, mostly from preventable or treatable causes. In addition to newborn care training, antibiotics and tetanus immunizations, keeping infants warm is critical.

The program, running from Nov. 1 through Feb. 28, built on the 2008 Knit One, Save One campaign, which attracted 12,000 knitters and crocheters.

The MNI employees began holding knitting sessions every Friday during lunch, with experienced knitters teaching the rest how to knit. The employees continued to knit during their lunch hours, at home and during their commutes.

"I thought it was a great opportunity to become involved with Save the Children and help save lives, the fact that I had always wanted to learn to knit and this was an opportunity to do that was an added bonus," says Jessica Latino, MNI marketing coordinator.

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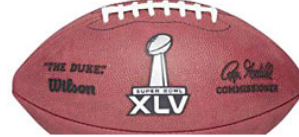


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