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Workers at Stamford Firm Knit for 3rd World Babies

by Felicia Hunter 03/04/11



MNI's Jessica Latino and Amy Andrews look over employee-knitted caps.

Photo Credit: Felicia Hunter

Jessica Latino had a goal. She wanted to knit one cap for a newborn. It would be added to the scores of head warmers employees at her Stamford workplace planned to make for infants in developing countries.

After struggling to learn the craft of knitting, Latino reached her goal. And then some.

"I made 10," said Latino, marketing coordinator at Time Inc.'s Media Networks, Inc. The knitting novice said she couldn't have done it without the assistance of co-workers. "I had good teachers who helped me to visualize it."

For a little over a month, Latino and 10 other MNI employees spent lunch breaks and time at home knitting baby caps. The group goal was 100. Like Latino's individual goal, it was surpassed. The company produced 150 hats to add to the thousands Save the Children collected nationwide to send to Mali, Indonesia and Guatemala.

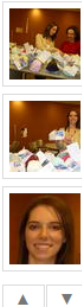
"There were a couple of us who know how to knit," said Amy Andrews, MNI publisher relations director. "At lunch we started teaching. We made ourselves available, and we made ourselves cheerleaders."

MNI was among numerous businesses, organizations and civic groups whose employees and clients donated their time for the biannual project, said Tara Fisher, Save the Children's director of campaign strategy for newborn and child survival.

MNI partnered with Save the Children, which is headquartered in Westport, because it considers the charity's mission important. The knitting project also gave MNI employees an opportunity to get involved.

"What's impressive is that the [MNI] team accomplished this many in a few short weeks," Fisher said. The hats are important because they help newborns in third-world countries survive, she said. "It's that warm factor. When you keep a hat on, you keep all your heat in. It's one piece to help a child survive on its own."

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