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Helping babies one stitch at a time

Olivia Just, Correspondent
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Robbi Bailey, Melissa Binns, Liane Malyska, Jessica Latino and Darcie Robinson, all employees of Media Networks, Inc., knit hats to be donated to Save the Children's "Caps for Good", a program that sends woolen caps to newborns in developing countries to keep them warm and improve their chances of survival. The group knits together in a conference room at their office in Stamford, Conn. on Wednesday February 23, 2011. Photo: Kathleen O'Rourke / Stamford Advocate | Buy This Photo



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STAMFORD -- When most people bring work home from the office, it's usually not a pair of knitting needles and a ball of yarn.

For the past month, however, employees from the Stamford-based Media Networks Inc., a division of Time, Inc., have been knitting caps for newborns in developing countries, as part of Save the Children's Caps for Good program.

Save the Children is one of Media Networks Inc.'s charitable partners; the target market advertising company works with about 25 different charities. Save the Children has received \$2 million in free advertising space from MNI, with a circulation of 8 million people between November and February.

"One of our values is charitable orientation," said Rob Moore, vice president of sales and marketing at MNI. "Save the Children is a neighbor."

In addition to the free ad space, employees wanted to do something themselves for the Westport-based charity and decided to pull together to start knitting caps for newborns. Save the Children will send them to infants in developing areas like Africa and South America to keep newborns warm and boost their chances for survival. About 20 employees joined in, with three experienced knitters leading the way.

"People are so enamored with this charity that they

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wanted to do something actionable themselves," Moore said. "I think it's been a positive thing. People have rallied around it. It was a chance to come together around a really cool cause."

The participating employees knitted during their lunch breaks at work, while commuting on the train or at home in front of the television. Jessica Latino, Marketing Coordinator, even brought her knitting on vacation with her.

"It seemed like a fun event that brought the people within in the company together," Latino said. "I had always wanted to learn (how to knit) and had always

tried and failed miserably. So it was a good opportunity to learn."

MNI employees who participated in the event presented 100 finished caps to Save the Children in a ceremony at the company's Stamford office on Friday.

"It's kind of nice to see all the baby caps out there and what some people have been able to do," said Latino. "I've had a good time doing it."

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