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## About Town

By Caroline Sadowska | Email the author | February 28, 2011

VOLUNTEERS IN THE NEWS, THE NEIGHBORHOOD FILES

### Hats with Heart

Employees of Time Inc.'s Media Networks, Inc have spent the past month knitting caps for Save the Children's Caps for Good initiative.

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Rows of tiny knit caps lined the counter at Time Inc.'s Media Networks, Inc. (MNI) on Friday. Pastels, stripes, pom-poms — even a little strawberry made up the collection of 150 caps in total — the product of one month of work by MNI's employees. These caps are now bound for the developing world where they will help to save the lives of infants.

"The real motivation behind Caps for Good is getting everyday folk to take a simple small activity and do something good for people across the world," **Tara Fisher**, director of campaign strategy for newborn & child survival at Save the Children said. "It's something very personal... they're just one person away from saving a life."

Close to four million infants die every year in their first month of life, half of those in the first 24 hours. Save the Children's newborn care packages include a knit cap, soap, and a clean cloth to wrap the newborn.

Save the Children holds the cap drive every other year. Area schools and Girl Scout troops have also made caps this year and this year Save the Children expects to collect in the tens of thousands from groups around the country. For the knitters as MNI, Caps for Good was another opportunity to partner with Save the Children.

"We get to place PSAs across Time Inc.," **Rob Moore**, MNI's vice president of sales and marketing, told Patch. "Recently, we sat down with Save the Children and asked, what else can we do? Where can our employees be involved? It feels really good to be able to give ad space, but it feels even better to do something like this."

Employees spent time knitting on Fridays and during lunches, many also took their knitting home with them and even recruited family members to help.

"It brought together some veteran knitters and some beginners — we gave knitting lessons, people could ask for help if they dropped a stitch or something," **Amy Andrew**, publisher relations director at MNI, said.

"Amy and I decided to figure out how many people we could get to knit," **Nancy Blank**, associate director of administrative services at MNI said.

**Jessica Latino**, marketing coordinator at MNI, learned how to knit during the project. Her original goal was to complete one cap — she ended up making ten.

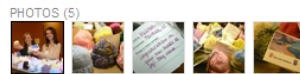
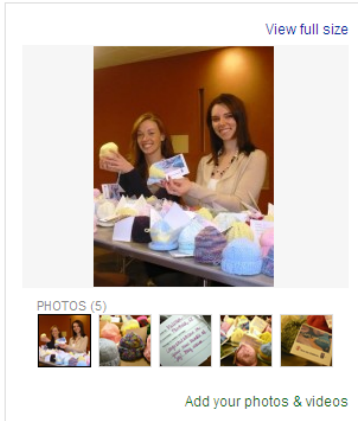
"I'd go running in [to a veteran knitter] thinking I'd screwed it up," Latino said.

"We fixed it, she was fine," Andrew replied.

At 4 p.m. on Friday afternoon, the staff at MNI gathered in the office and presented the caps to representatives from Save the Children. **Mary Beth Powers**, Save the Children's senior reproductive health adviser, spoke about the impact of this program.

"A year after [receiving a cap], we saw one of the families, the hat had probably long since been taken apart and the yarn used for something else, but the note from the American to the mother was preserved and tucked in a frame," Powers said. "It's the simple message that someone across the world is sending a wish of hope."

Save the Children plans to send some photos back to MNI as the caps are distributed later this spring.



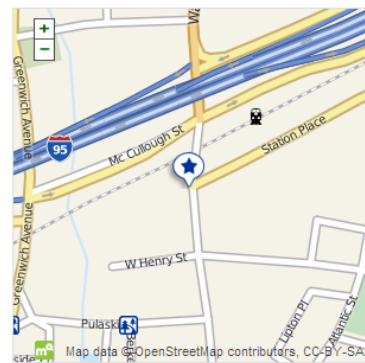
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