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## FOR IMMEDIATE RELEASE

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### **SIXTH ANNUAL MOTHER-DAUGHTER DAY OF HEALTH** Free Event Unites Atlantic City Women in Self-Growth and Safety

The sixth annual Mother-Daughter Day of Health will be held October 20, 2007 at the Dr. Martin Luther King, Jr. School Complex, 1700 Marmora Avenue in Atlantic City. Registration begins at 9:00 a.m., and the program concludes at 2:30 after workshops and a buffet luncheon.

The free event is sponsored by the Healthy Mothers, Healthy Babies Coalition of Atlantic City (HMHB). HMHB is overseen by the Southern New Jersey Perinatal Cooperative, a seven-county, non-profit consortium that offers health initiatives and education for South Jersey women and babies.

Mother-Daughter Day of Health is free to women aged 11 and older (those younger than 14 must be accompanied by an adult). Its theme, "The Best I Can Be: Self-Growth and Safety," unites generations of Atlantic City women in a communal atmosphere where they can learn from one another.

"Every year, Mother-Daughter Day of Health is among our most rewarding community programs," says Judith Stark, Nurse Coordinator of Special Projects for the SNJPC Atlantic City Office. "It is uplifting to see women of every age sharing their experiences in a supportive and fun atmosphere."

Mother-Daughter Day of Health begins with a keynote address from Lieutenant Edwin Torres, a veteran New Jersey law enforcement official. Torres' remarks, "Making Our Communities a Safer Place to Live," will focus on helping women raise families in communities challenged by crime and gang violence.

Afternoon workshops include a talk on healthy lifestyle choices for women of every age, a personal safety demonstration, and information on area support services for women in crisis. The day concludes with a Healthy Living Fair and buffet luncheon. Door prizes will also be awarded.

Atlantic City Medical Center,  
Mainland Divisions

Cape Regional Medical Center

Cooper Health System

Deborah Heart and Lung Center

Kennedy Health Systems,  
Washington Township Campus

Lourdes Medical Center of  
Burlington County

Our Lady of Lourdes  
Medical Center

Shore Memorial Hospital

South Jersey Healthcare-  
Elmer Hospital

South Jersey Healthcare-  
Regional Medical Center

The Memorial Hospital  
of Salem County

Underwood-Memorial Hospital

Virtua Memorial Hospital  
Burlington County

Virtua West Jersey Hospital  
Voorhees

“Mother-Daughter Day of Health is an opportunity for Atlantic City women to recognize and reinforce the bonds of community that will help their babies and children grow up healthy and strong,” says Stark. “HMHB is proud to offer a supportive, uplifting setting in which this dialogue can be revisited.”

Organizations participating in the Mother-Daughter Day of Health Healthy Living Fair include:

- Atlanticare Women’s Health and Wellness
- Atlantic City Education Foundation
- Atlantic City Health Department Health Screenings
- Atlantic City Health Department Mobile Health Unit
- Atlantic City Housing Authority
- Atlantic Prevention Resources
- Babies R’ Us
- Mom’s Quit Connection
- Mothers in Charge
- Oasis
- Regional Perinatal Addictions Prevention Project
- Rutgers Cooperative Extension 4-H
- Southern Jersey Family Medical Centers
- Weisman Medical Day Care
- Wipe Out Lead NJ

Registration is available until the day of the event, but guests are encouraged to pre-register to reserve their spaces.

**For additional information, call the Atlantic City Healthy Mothers, Healthy Babies Coalition at 609-345-6420.**

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*The Southern New Jersey Perinatal Cooperative (SNJPC) is the state-licensed maternal-child health consortium serving the seven southernmost counties of New Jersey. SNJPC coordinates programs that provide access to perinatal health care, offer public health education, and strengthen families in an effort to improve the perinatal and pediatric health system in its service region.*

*On an individual basis, the Cooperative operates wherever its services are needed, always focused on the greater good—improving health outcomes for every mother and baby in Southern New Jersey and laying the foundation for a higher quality of service.*

*For more information about the Cooperative or its services, please call 856-665-6000 or visit [snjpc.org](http://snjpc.org).*