

WHAT'S HAPPENING

# State of the Art Ball Maui at Midnight, Baby!

BY MARSHA POLIER GROSSMAN  
Special Correspondent

The State of the Art Ball Maui at Midnight, Baby! was this year's theme for the Hayes Foundation's seventh annual fundraiser held April 18 at the Science Museum of Virginia.

Kyra Oliver created the foundation in 2002 after the death of her 4-month-old son, Hayes, from sudden infant death syndrome. The foundation funds research and education to raise awareness of SIDS, the No. 1 cause of death of infants less than 1 year old. It strikes more than 2,500 families in the U.S. each year.

In 2006, the organization launched the This Side Up campaign. With the

help of hospitals and health organizations, it distributes baby onesies, sleepers and T-shirts imprinted with the phrase "This side up" on the front as a reminder to parents that babies are at less risk of SIDS if they sleep on their backs.

In program notes, Sharon McCoy, director of women's services at CJW Medical Center (Johnston-Willis), said, "We put our newborns in onesies as soon as they've had their first bath, so when we bring them to their parents, the message is right on front of their babies."

At the Maui at Midnight, Baby! event, more than 230 guests were treated to Hawaiian-themed décor, an art-filled silent auction, dinner, enter-

tainment by Polynesian Dance Productions, and dancing with live music by Naughty Little Monkey.

Co-chairs for the event were Oliver and board member Jenni Lee Crocker. Jacques Moore was honorary chairman.

"Saving babies is our number one goal, and our State of the Art Ball and auction helps us showcase the importance of education to save babies," Crocker said. "Every dollar spent at our event is one more dollar to help us put 'This Side Up' onesies in every hospital in the U.S."

The event raised \$105,000.

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Founder and Board Chairwoman Kyra Oliver makes certain that honorary event chairman Jacques Moore knows how to complete a silent auction bid.



Greg Bishop (from left), Jodi Bishop, Brian Pitney and Muriel Pitney socialize as the event gets under way.



Dancers from Polynesian Dance Productions entertain the dinner guests.

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