

Join Cotton On Kids in helping mums and their babies in Uganda.

Becoming a mother is one of the most special times in a woman's life. It's filled with so many joys and with pregnancy comes numerous important questions. Which hospital will I go to? What type of birth will I have? Will I breastfeed?

We take this for granted but many women in developing countries are not able to make these choices. In Uganda, most women have never even entered a hospital.

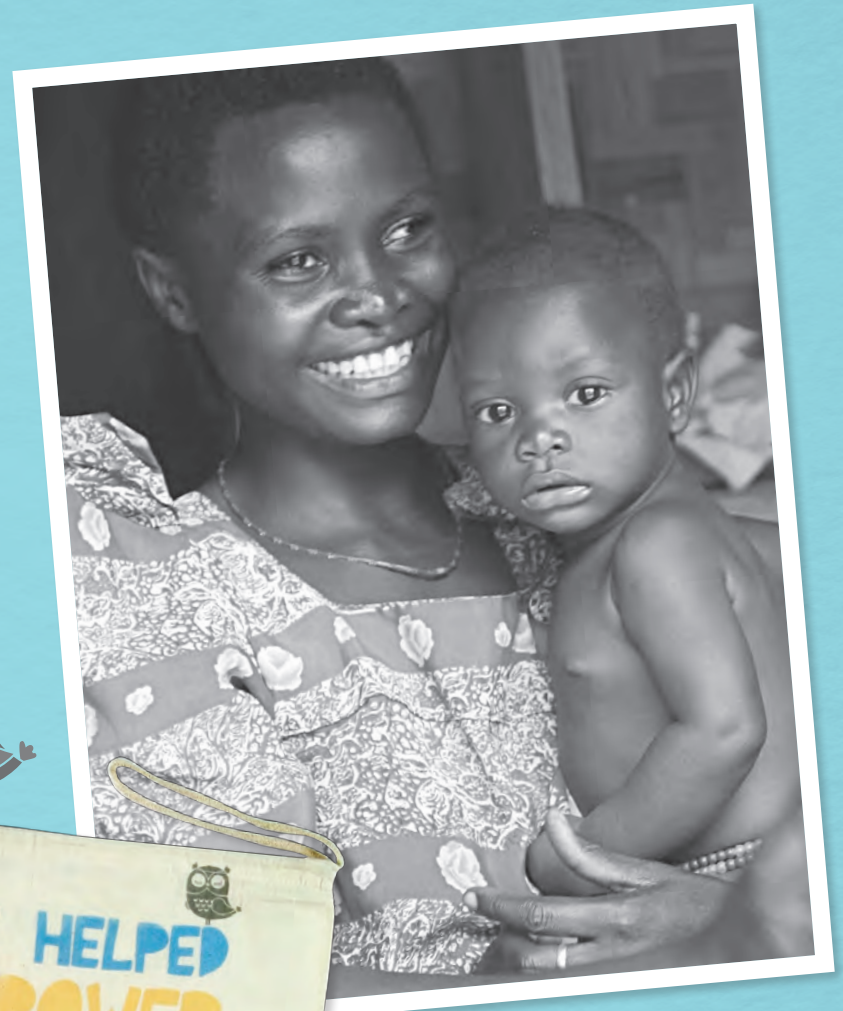
- **Less than 50% of births in Uganda take place in health facilities***
- **Only 42% of birth are attended by a skilled birthing attendant***
- **The infant mortality rate in Uganda is 64.82 deaths per 1000 live births****

Changing these statistics is as easy as walking into a Cotton On Kids store. This October, connect with a mother and her baby in Manny village, Uganda by buying a limited edition tote bag for only \$2. All net proceeds from the sale of this bag will go towards creating a healthy and happy future for mums and their babies in rural Uganda.

Funds raised will provide more than 700 women with maternal and child health education sessions as well as extend their local hospital's maternity ward, so that expectant mothers can have a safe place to deliver their babies.

Knowledge will empower these women to make well informed decisions for themselves and their families, equipping them for a happier and healthier future.

Proceeds will go to Manny village in Uganda, a township of 7,000 people. The Cotton On Foundation has been working with the local community for five years, assisting them with funding for health, education, infrastructure and sustainability.



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To see more from the Cotton On Foundation visit
www.cottononfoundation.org

Cotton On KIDS stockists can be found at
www.shop.cottonon.com or by phoning **03 5277 7000**.

For further information, hi-res imagery or samples please contact:
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*Source: World Health Organisation (2006 estimate) **Source: Wikipedia (2009 estimate)