

Kmart is #1 in March for Babies – PA Web site



Congratulations to Kmart. In 2009, Pennsylvania Kmart stores were #1 in the national March of Dimes Campaign and Pennsylvania's #1 March for Babies Team for a 3rd year in a row!

The March of Dimes is proud to recognize Kmart as the Foundation's longest standing corporate supporter and largest contributor to our mission, having raised \$71 million over the past 25 years. Kmart's renowned associate-driven, customer supported in-store fundraising campaign saw more than \$808,000 raised in Pennsylvania in 2009. Kmart associates sold cutouts at the checkout and customers wrote their own name or the name of a baby for an in-store display. Kmart and their associates supported local March for Babies campaigns by providing food, volunteers, and individual fund raising efforts.

Nobody does more than Kmart to help the March of Dimes champion the needs of America's babies. The Pennsylvania Chapter March of Dimes is proud to have their continued support.