



PO Box 8638  
Greensboro, NC 27419  
336. 954.7255

**FOR IMMEDIATE RELEASE**  
Photo Attached

### **Absolute Affairs, LLC Announces Triad Baby Shower**

*Triad Baby Shower Will Provide Baby Items and Resources to Low-Income, Single & Homeless Pregnant Women across the Triad*

**Greensboro, NC, May 31, 2012** – [Absolute Affairs, LLC](#), an innovative and leading event planning company located in Greensboro, announced today that they will host [Triad Baby Shower](#), an event geared to provide baby supplies and education to expectant mothers in need. The event to be held on Friday, June 22 from 3pm-6pm at New Jerusalem Cathedral, 1822 Sharpe Road in Greensboro will include door prizes, giveaways, food, and free baby items for each mother.

Alicia Nicholson, owner of Absolute Affairs, LLC, saw a need and wanted to give back to the community. “This is a baby shower that will benefit single mothers and underprivileged families as they prepare for the journey of motherhood,” stated Nicholson.



A Brigham Young University study in Pediatrics published in 2011 on homelessness’ impact on mother and babies found that homelessness before or during pregnancy led to lower likelihood of mothers taking prenatal vitamins and deciding to breastfeed and a higher likelihood of mothers being underweight or obese prior to pregnancy. “If we can get homeless women in touch with the right resources, this could lead to babies with higher birth weights and help reduce the number of infants in neonatal intensive care units,” said Rickelle Richards, the study’s lead author and assistant professor of nutrition, dietetics, and food sciences. “If we can do this, we can make a difference for so many families. And not only in regards to women experiencing homelessness -- we can also help very low income families with a home-base.”<sup>1</sup>

Triad Baby Shower will include speakers that will provide information and resources for attendees regarding prenatal care, nutrition and more to help them prepare for their journey of motherhood. Several organizations across the Triad have partnered with Nicholson to make her vision of Triad Baby Shower a reality.



PO Box 8638  
Greensboro, NC 27419  
336. 954.7255

- more -

[Piedmont Health Services and Sickle Cell Agency](#), [Guilford County Coalition on Infant Mortality and the Adopt-a-Mom Program](#), [Greensboro Pregnancy Care Center](#), [Women Wear Pants Too, Inc](#) and [Room at the Inn](#) are promoting the event within their organizations, donating baby supplies, and some are providing transportation to the event for their program's participants.

Space is limited. Please RSVP by calling 336.954.7255. If you would like to volunteer or donate nonperishable baby items for the event, please contact Alicia Nicholson at 336.954.7255. To make a tax deductible monetary contribution, follow the donation link on the event's website:

<http://absoluteaffairs.net/#!events>.

#### **About Absolute Affairs**

Absolute Affairs, LLC is an event planning company, coordinating events such as weddings, birthdays, anniversaries, corporate events, baby showers, promotional events, non-profit events benefits, private parties and many more. Learn more by visiting their website at <http://absoluteaffairs.net>.

#### **Media Inquires:**

Alicia Nicholson  
Owner, Absolute Affairs, LLC  
336.954.7255  
[alicia@absoluteaffairs.net](mailto:alicia@absoluteaffairs.net)  
<http://absoluteaffairs.net>

Ditra Miller  
Founder & CCO  
DitraCreative Media  
336.858.5537  
[media@ditracreative.com](mailto:media@ditracreative.com)  
<http://ditracreative.com>

###

1. "BYU Study in Pediatrics: Homelessness' Impact on Mothers and Babies," BYU News, news release, August 17, 2011, from BYU News website, <http://news.byu.edu/archive11-aug-homelessmothers.aspx>, accessed May 30, 2012.