



PO Box 8638
Greensboro, NC 27419
336. 954.7255

FOR IMMEDIATE RELEASE

Photo Attached

Triad Baby Shower Set to Reach Dozens of Pregnant Women in Need

Free Baby Items and Resources for Low-Income, Single & Homeless Expectant Mothers

High Point, NC, March 23, 2013 – Walk into any obstetrician’s office and you’ll find expectant mothers with exuberant faces and joyful hearts, awaiting the birth of their bouncing baby boy or girl. For many low-income, single and homeless pregnant women in our area, this is an experience that can be bittersweet, and leads them to wonder how to obtain basic necessities for their newborn. Thanks to *Triad Baby Shower*, essential baby items as well as health and informational resources will be provided for free for dozens of women.

Triad Baby Shower is an annual event hosted by [Absolute Affairs, LLC](#), an innovative event planning company located in Greensboro, NC. Alicia Nicholson, the owner and CEP of Absolute Affairs, LLC, has partnered with the [High Point Jaycees](#), [Triad Moms on Main](#) and [High Point Regional Health System](#) in order to reach even more than the nearly three dozen women who were served in 2012.

Nicholson developed the idea for the mass baby shower as she began to realize that there is an immense need for fundamental baby items as well as health and wellness education for low-income, single and homeless pregnant women in our area. Her research led her to several agencies such as Pregnancy Care Management, one of the partners of last year’s event.

Each month, [Pregnancy Care Management](#), a case management program for Medicaid eligible pregnant women in Guilford County, serves 600-700 women per month from Greensboro and High Point. The registered nurses and social workers on staff connect these women to community resources like *Triad Baby Shower* to help them get essentials that they need, and to plug them into programs that teach them





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about prenatal care, healthy pregnancies, and strategies to help babies live well past the first year of life. “We support any organizations or efforts that help provide resources, basic and essential items for the mothers we serve,” said Lydia Monk, RN, Nursing Services Supervisor and spokesperson for Pregnancy Care Management.

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. This free event will be held on Saturday, April 20th from 2pm-4pm at Millis Regional Health Education Center at High Point Regional, 600 North Elm Street in High Point. Each expectant mother in attendance will enjoy door prizes, giveaways, food, and free baby items. Space is limited. RSVP by calling 336.954.7255 or email info@absoluteaffairs.net.

Volunteers and donations of essential baby items are still needed. If you would like to volunteer or donate nonperishable baby items for the event, call Alicia Nicholson at 336.954.7255 or email info@absoluteaffairs.net.

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 them on facebook at <http://www.facebook.com/pages/Absolute-Affairs-LLC/251356531559216t>.

Media Inquiries:

Alicia Nicholson
Owner & CEP, Absolute Affairs, LLC
336.954.7255
alicia@absoluteaffairs.net
<http://absoluteaffairs.net>

Ditra Miller
Founder & CCO, DitraCreative Media, LLC
336.525.6588
media@ditracreative.com
<http://ditracreative.com>

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