

## FOR IMMEDIATE RELEASE

### **PREEMIEWORLD invited to attend Inaugural conference for premature parents; National Alliance of Premature Parents created.**

**Atlanta, GA, October 24, 2010** – Deb Discenza, Co-Founder of PremieWorld, was personally invited to collaborate with prematurity advocacy programs from across the nation for the first ever Premie Parent Summit. Twenty-seven participants, all parents of preemies, left the weekend as the founding members of the unofficially titled National Alliance of Premature Parents (NAPP).

Richard and Keira Sorrells, co-founders of the Zoe Rose Memorial Foundation, saw a need for a national collaboration as they worked to spread their message of parent support advocacy. “We were honored to facilitate and host this historic event. The group we assembled represented twenty-four support organizations from thirteen different states. We were all united by a passion to help other parents that was born out of one of the most traumatic like experiences – having a premature infant. These twenty-seven parents are doing tremendous things for families to help support and advocate for premature infants at the ground level. What struck us was the common echo among parents in the NICU that they cannot find the resources they need to succeed equally at home as they do while in top flight NICUs across the country. Richard and I knew there had to be a better way to unite all of these organizations to not only raise the profile of each individual group, but to collaborate in an effort to create a collective voice for parents of preemies. All of us have a common goal of helping other premie parents, but none of us can do it all for everyone and do it well. By coming together, we can.”

NAPP will facilitate collaboration between parent support groups in all 50 states, including PremieWorld. Founders Richard and Keira Sorrells anticipate the communication between many strong and instrumental parent support programs across the nation sharing best practices will enable each program, including PremieWorld to be strengthened in their community approach.

Deb Discenza of PremieWorld feels honored to be part of such an unprecedented alliance. “This is a great time for parents of preemies – to know that their needs will be met through their local support groups as part of this national effort. What a special way to celebrate National Prematurity Awareness Month!”

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