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**North American Communications First to Take Cribs for Kids Program Internationally**

**Duncansville, PA-May 20, 2008-**North American Communications has recently been recognized at the Cribs for Kids First Annual Conference which was held in Pittsburgh April 10-13. As the first to offer the safe sleep program internationally, Vice President Human Resources, Tera Herman, gave a presentation on NAC's partnership with Blair County Respiratory Disease Society and the implementation of the program in Mexico.

Sudden Infant Death Syndrome (SIDS) is the cause of approximately 2,500 infant deaths each year. Although the exact cause of SIDS is unknown, researchers have discovered trends in SIDS deaths that may help them understand this mysterious fatal problem. For instance, babies placed to sleep on their stomachs or on soft bedding are more likely to die from SIDS.

Due to the lack of information on sudden infant deaths in Mexico, NAC implemented an educational SIDS campaign in its facilities Tijuana and Juarez. Since 2007, NAC has distributed over seventy cribs to NAC associates and their families. Additionally, Spanish-language educational materials have been distributed to inform associates about the dangers of SIDS and prevention techniques.

Tera Herman explains why NAC felt this project was so important: "After witnessing the great success Blair County experienced with the Cribs for Kids program, I searched for a similar program to implement in our Mexico facilities. As with most developing areas, health education programs in Tijuana and Juarez, especially on the subjects of maternal or infant care are limited or non-existent. Every associate in our facilities received training on SIDS and the dangers of second hand smoke. We are proud of how well our program was received. Our associates are now the first ambassadors of SIDS education in their communities and are spreading the word to their families, friends and neighbors."

**About North American Communications-** NAC is the nation's largest vertically integrated direct mail and Fulfillment Company. Incorporated in the state of Pennsylvania in 1982, NAC's in-house capabilities include Envelope Production, Data Processing, Laser, Imaging, Bindery, Letter Shop, Postal Optimization, and Logistics. North American Communications maintains three strategic manufacturing facilities for direct mail production.

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