



MEDIA RELEASE

Saturday 18th October 2008

Online memorial launched to remember loved babies

October is International Pregnancy & Infant Loss (IPIL) month and to recognise all the babies who have been stillborn, the Australia and New Zealand Stillbirth Alliance (ANZSA) with the International Stillbirth Alliance (ISA) have teamed together, with their member organisations to launch the **World Circle of Loved and Remembered Babies**.

The World Circle of Loved and Remembered Babies, an online memorial, allows families and friends to publicly acknowledge, remember and honour babies and infants who have died during pregnancy and beyond.

ANZSA Public Awareness and Health Promotion Chair, Ros Richardson says, “The death of their baby is perhaps the worst thing that could happen to an expecting parent, anywhere in the world.

“This memorial allows parents, brothers and sisters, grandparents, aunts, uncles, cousins and friends to create lasting memories of their beloved baby - and to remind people all over the world experiencing the same tragedy that they are not alone.”

For bereaved families the death of their baby represents the loss of their hopes and dreams as parents.

Stillbirth is the death of a baby before or during pregnancy from 20 weeks gestation. Over 2000 families in Australia and New Zealand experience this loss every year.

In one third of these, the death occurs unexpectedly, in an apparently healthy mother and baby, and no cause of death is ever determined.

ANZSA focuses attention on reducing stillbirth through the collective knowledge of researchers, clinicians and parent-based service and support organisations.

Parent-based member organisations of ANZSA have conducted a range of activities during October 2008 for International Pregnancy and Infant Loss (IPIL) month:

Bonnie Babes Foundation	In remembrance lapel pins are available. Special events in Oct. Call 1300 BONNIE. visit www.bonniebabes.org.au
SANDS Australia National Council and SANDS New Zealand	Remembrance services conducted in a number of locations visit www.sands.org.au and www.sands.org.nz
SIDS and Kids	Memorial services, guest speaker luncheon Sydney. Call 1300 308 307 Visit www.sidkandkids.org
Stillbirth Foundation Australia	Stella's Sunday home hosting parties to raise funds for stillbirth research visit www.stillbirthfoundation.org.au

These activities in Australia and New Zealand during October will bring grieving parents together and raise awareness about pregnancy loss, stillbirth and infant death internationally.

If you would like to remember a lost baby please leave a memorial message at www.stillbirthalliance.org

Please visit www.stillbirthalliance.org/anz for further information about ANZSA, its member organisations and activities.

For further information about IPIL month activities, please visit www.october15th.com.

For further information:

Australian and New Zealand Stillbirth Alliance (ANZSA)

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