



shine blue

for River's Gift

On the 7th November 2011, healthy 4-month old River Waddell silently passed away in his sleep.

There was no cause found for his death.

Sudden Infant Death Syndrome (SIDS) is the sudden, unexpected and unexplained death of a child under the age of one, during sleep. SIDS is not suffocation. SIDS does not discriminate... it's a syndrome that can potentially impact on any infant, family and community.

River's Gift was born out of this tragedy to raise funds for research, to educate and advocate for a syndrome that is still one of the largest causes of death of children from one month to one year of age.

To date, River's Gift has funded Australian and global research partnerships, educated thousands of parents across Australia on SIDS and safe sleeping, and enabled other SIDS parents to have a voice and honour their own child through our 'Unite' program.

When a child dies, the ripple effect is felt far and wide, and Geelong as a community has made River's Gift what it is today.

We are a Geelong based organisation with global recognition and supporters - all joining together with an aim of *Stamping Out SIDS*.

Contact us to find out more:

1300 RIV GIFT | ahamilton@riversgift.org

Thank you for your support

  [facebook.com/RiversGift](https://www.facebook.com/RiversGift)
[instagram.com/rivers_gift](https://www.instagram.com/rivers_gift)
riversgift.com

River's Gift 
Stamping Out SIDS

Supporting River's Gift

 **Enhance Your Future**
Professional Training Resources

Join with us.

On Saturday 7th November 2020, nine years after the devastating loss of River, we ask you to join us and 'Shine Blue for River's Gift'.

How to get involved:

- ✓ Download the 'Shine Blue for River's Gift' logo to promote your involvement: **riversgift.com/news/shine_blue**
- ✓ Wear something blue, write the number 9 on your hand, place your hand on your heart & take a photo
- ✓ Send us your photos to be shared on social media (13,000 followers): **ahamilton@riversgift.org** or... share your photos on your own social media with the text *"Today we shine blue for River's Gift, 9 years after the loss of River Waddell to SIDS. Learn more about Stamping Out SIDS: riversgift.com*
- ✓ Spread the word on your socials and help us save babies lives

Downloads will be:

- ✓ Poster to promote your support
- ✓ Selfie props you can use in photos (download extras: **riversgift.com/news/shine_blue**)

Sudden Infant Death Syndrome (SIDS) is defined as the sudden and unexpected death of an infant under one year of age with an onset of a fatal episode occurring during sleep, that remains unexplained after a thorough investigation. Following infant safe sleep practices can reduce the incidence of SIDS and fatal sleeping accidents.