



In December 2007, The Richie Madden Children's Foundation will donate 100 Mom-to-be Kits to mothers in need at the Los Angeles free clinic.

Nicole and Joel will be hosting a baby shower and gift presentation for moms-in-need. We hope that you will join us by donating 100 products in one or more of the following categories:

- CRIBS/MATTRESS
- STOLLERS/CAR SEAT
- BABY MONITORS
- BABY CARRIERS
- BABY TUBS
- DIAPERS/PAILS AND LINERS
- BABY BOTTLES/PACIFIERS
- STUFFED ANIMALS/TOYS/BOOKS
- PLAYARD

All in-kind donors will be listed in all press releases and acknowledged on the Richie Madden Children's Foundation website. Additionally, we are looking for one underwriter to supply the majority of the products and underwrite the baby shower "launch event" at the Los Angeles Free Clinic.

Benefits of \$100,000+ level in-kind product sponsorship and \$5,000 in-cash event sponsorship include:

- Prominent acknowledge and logo as sponsor in all press releases
- Acknowledgement by Nicole and Joel as the sponsor at the LA Free Clinic shower
- Logo prominently displayed on Step & Repeat banner at the LA Free Clinic shower
- Opportunity to speak at the press conference at the LA Free Clinic shower
- Acknowledgment for 6 months on the Richie Madden Children's Foundation website

Nicole's Nationwide Baby Registry: Sponsor Option

Nicole would like to invite friends, family and fans across America to participate in the moms-in-need program and highly publicized baby shower. The Richie Madden Children's Foundation will create and promote an online registry to inspire the purchases of items for moms and their families in need. Anyone in the country will be able buy from the registry on her behalf for the clinic. The registry link will live on the Richie Madden Children's Foundation website for at least six months and will be updated regularly based on the needs of the LA Free Clinic and other participating clinics.

Invited press includes:

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| Access Hollywood | Entertainment Tonight | LA Times | Plenty Magazine |
| Angeleno | Extra | LA Weekly | Poshcravings.com |
| B.A.B.Y | FamilyCorner.com | Leader Magazine | ePregnancy |
| Baby Talk | Fit Pregnancy | Los Angeles Family | babyUniverse |
| Better Nutrition | Good Day LA | Los Angeles Magazine | Pregnancy Magazine |
| Bigcitymoms.com | Good Magazine | Malibu Times | Savvy Miss |
| Boutiquecafe.com | Gotham Magazine/LA | Marketplace | SheFindsMom.com |
| C Magazine | Confidential | Modern Pregnancy | Star Magazine |
| Child Magazine | Health Magazine | ModernMom.com | Sunshinepeach.com |
| ClassyMommy.com | KABC-TV | New York Magazine | TheFamilyGroove.com |
| Cookie | KNBC-TV | New York Times | Working Mother Magazine |
| Daily Candy Kids | Kiwi Magazine | OK! | Yogi Times |
| Elephant Magazine | KTLA - TV | Parents Magazine | |
| ELLE | LA Daily News | People | |

All donations are tax deductible to the extent permitted by law. The LA Free Clinic is 501(c)(3) public charity and the Richie Madden Children's Foundation is being established as a Donor Advised Fund of the Tides Foundation, a 501(c)(3) public charity.

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