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# NEWS RELEASE

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***Broward Healthy Start Coalition, Inc.***

Together, supporting mothers and babies

## **BROWARD HEALTHY START COALITION, INC SELECTS THE MAROME AGENCY AS AGENCY OF RECORD FOR BLACK INFANT HEALTH PRACTICE INITIATIVE**

**Fort Lauderdale, FL** - Broward Healthy Start Coalition, Inc. selected The Marome Agency to handle all media and marketing initiatives for the 2008 Black Infant Health Practice Initiative.

In 2007, the State of Florida budgeted \$1 million dollars to be divided among eight counties. Broward County was selected to study the Black Infant mortality rate. Black babies are dying at twice the rate of white babies across the state, and in some case three times the rate.

The Marome Agency in conjunction with Axum Management Capabilities, Inc. will be responsible for creating a community marketing strategy that focuses on residents in selected zip codes across Broward County.

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### **The Marome Agency (TMA)**

A full service public relations and event management firm that specializes in producing signature events, entertainment pr and consumer brand marketing. TMA represents a cross-section of organizations and individuals from all genres of entertainment, sports and non-profit entities. TMA has offices in Fort Lauderdale and Atlanta. For more information about TMA, please visit [www.maromeagency.com](http://www.maromeagency.com) or call 954-765-1995.

### **Broward Healthy Start Coalition, Inc.**

Broward Healthy Start Coalition Inc. is proud to lead Broward County in fulfilling the mission of the Black Infant Health Practice Initiative (BIHPI) - **“To eliminate health disparities in black infant deaths in Florida.”** We are committed to illuminating this critical issue and bringing community members together to create a county-wide will for change. We intend to champion this effort for years to come, ensuring that we see a reduction in infant mortality rates and that the circumstances and outcomes for black babies are improved. The goal of Healthy Start is to reduce infant mortality, reduce the number of low birth weight babies and improve health and developmental outcomes. We are called to action and are prepared mobilize through providing messages, resources and services that promote prevention and intervention! Every baby deserves a Healthy Start! To learn more about the BIHPI, please visit [www.browardhsc.org](http://www.browardhsc.org) or call 954-563-7583.