

It's time to bring attention to what babies—and their families—need to thrive. Thank you for being part of a team that's fighting for their future!

Event Details

Strolling Thunder New Jersey

DATE: Monday, May 21, 2018, held rain[†] or shine

WHERE: In front of the State House Annex, Trenton
125 West State Street, Trenton, New Jersey 08608

For directions, visit: <http://www.njleg.state.nj.us/legislativepub/directions.asp>.

[†]Address in case of rain: Trenton War Memorial: 1 West Lafayette Street, Trenton, NJ

TIME: 11am - 1pm (Arrive by 10:30am to check in)

WHAT TO WEAR: Adults should wear white shirts. Racing bibs will be distributed to adults at the event. Shirts for babies 0-3 years of age will be distributed at the event, on a first-come, first-served basis.

The first few years lay the foundation for the rest of a child's life; that's why early childhood matters. *Strolling Thunder New Jersey* aims to bring attention to what our youngest children need to thrive:

- quality child care,
- support for new parents,
- healthy starts for babies

As a valued partner of *Strolling Thunder New Jersey*, we need your help with the following actions that must take place BEFORE THE EVENT ON MAY 21:

1. Be prepared and inform others.

- a. Our *Strolling Thunder New Jersey* flyer includes the “when” and “where” of the rally and the benefits of your participation, including a \$50 gift card if you bring a baby under age of 3.* Do you know other families who may be interested in attending? Please share the flyer, available in [English](#) and [Spanish](#). You can also contact Beatriz Alcaraz at balcaraz@acnj.org for electronic and hard copies of the flyer.

*One gift card per family. Available to the first 200 families who register prior to the event. Find more details at www.acnj.org

- b. Our *Frequently Asked Questions and Answers* contains valuable information on getting your family to Trenton, as well as what to expect the day of.

What to do before the event!

- c. **Remember to print out the transportation reimbursement form!** Download the form at https://acnj.org/downloads/2018_05_21_strolling_thunder_travel_expense_form.pdf. ACNJ will reimburse certain travel expenses as long as you complete the travel reimbursement form and return it, along with any necessary receipts, **no later than June 4th**.
 - d. **There is a chance that media and reporters will want to talk to you at this event.** You can speak, or decline, as you wish. Get to know more about the rally at <https://acnj.org/issues/early-learning/right-from-the-start-campaign/strolling-thunder-sign-up/#video>
2. **Make sure you are registered!** ACNJ needs an accurate count of the number of people participating and we want everyone to register **AS SOON AS POSSIBLE**. The first 200 families who register AND bring a child under the age of 3 will receive a \$50 gift card! Please visit www.acnj.org to register.
 3. **Have fun preparing for the event!** Come to Trenton with decorations and signs in support of babies and families. Some groups are hosting “poster parties” to make those signs and decorate strollers. This is your chance to tell state leaders what families need in order for babies to thrive. Need help figuring out what to write? How about:
 - **Child care is everyone's business!**
 - **There are no do-overs in childhood!**
 - **It's time to think babies!**

But remember, PLEASE, no sticks or polls on these signs—they will not be allowed!

4. **Be part of the *Strolling Thunder* New Jersey Social Media Team!** You and your family have the chance to not only be advocates in person – you can also make your voice heard through your social media channels, including Facebook, Twitter and Instagram. We will be using the hashtags #StrollingThunderNJ and #ThinkBabies before, during and after the event. Please share these hashtags with everyone! Here are some tips for effective social media promotion:
 - Use your social networks to promote the event.
 - If you are part of a “poster party,” or any event that shows how you are getting ready for the event, please take pictures and use them on your social media outlets!
 - Don't forget to tag ACNJ at @acnjforkids, Governor Phil Murphy at @GovMurphy, #StrollingThunderNJ, #ThinkBabies, #NJLeg and your legislator to get everyone to Think Babies.



5. **Take your voice to Twitter:** We have some sample tweets that can be used immediately! Please start using them before, during and after the event:

- We're excited to join families from across NJ & @acnjforkids in Trenton on May 21 for #StrollingThunderNJ to tell @GovMurphy and #NJLeg to #ThinkBabies. Join us by registering at www.acnj.org.
- When babies get what their growing brains need to thrive, they have the best chance for healthy development. @GovMurphy, that's why I'm attending #StrollingThunderNJ in Trenton on 5/21. It's time to #ThinkBabies. Visit www.acnj.org to learn more. @acnjforkids
- When babies are not made a high priority, our society as a whole suffers. @GovMurphy, that's why I'm attending #StrollingThunderNJ in Trenton on 5/21. It's time to #ThinkBabies. Go to www.acnj.org to learn more. @acnjforkids
- Why #ThinkBabies? Because NJ has 310,284 children under 3 years old. That's 16% of all NJ kids under 18! Join us & @acnjforkids on 5/21 for #StrollingThunderNJ in Trenton for this important rally. Register at www.acnj.org.
- #DYK a baby's brain grows faster between the ages of 0 and 3 than any other point in time? @GovMurphy, that's why I'm attending #StrollingThunderNJ in Trenton on 5/21. It's time to #ThinkBabies. Visit www.acnj.org to learn more. @acnjforkids
- When we #ThinkBabies & help parents, we improve lives— healthy babies + parent support = higher graduation rates + employment & a brighter future. Join us on 5/21 for #StrollingThunderNJ in Trenton for this important rally. Register at www.acnj.org. @acnjforkids

6. **Invite your legislators!** It really matters when your legislators hear from you! Give your State Senator and your two members of the Assembly a call, or send them an email invitation:

Dear Senator/Assemblyman:

I live in your legislative district and on May 21, 2018, I will be in Trenton with over 200 other New Jersey residents with babies to participate in Strolling Thunder™ New Jersey, a rally that will bring attention to issues affecting infants, toddlers and families like mine. The rally will be held in front of the State House Annex and is scheduled to begin at 11am and end by 1pm. I hope that you too will be able to attend this important event. I'll be looking for you!

YOUR NAME

YOUR ADDRESS

For any additional questions, contact Patricia Canning via phone at 973.643.3876 or via email at pcanning@acnj.org.

Thank you for supporting *Strolling Thunder* New Jersey, and continue to #ThinkBabies!