

## Babies in Ugly Sweaters Press Pitch

**Subject:** PIH Health Newborns Celebrate National Ugly Sweater Day

Good morning/afternoon,

The newborns in [PIH Health](#)'s Labor and Delivery Department are sporting festive sweaters and fuzzy hats this year in honor of National Ugly Sweater Day on December 20<sup>th</sup>! The holidays are here and so are these babies in their charmingly ugly-knitted gear, handmade by PIH Health's talented volunteers.



**WHAT:** In honor of National Ugly Sweater Day, PIH Health invites you to join in on the excitement by sharing with your readers the joyous image of three gorgeous little ones luxuriating in the red, white and gauche wardrobe gifted to the Labor and Delivery Department by PIH Health's volunteers. The sight of these newborn models-in-the-making could put even the grouchiest Grinch in the holiday spirit.

**WHO:** The pictured babies were delivered at PIH Health Hospital - Whittier's Labor and Delivery Department, where the nursing staff and physicians provide 24/7 care and ensure that the mother and baby's health always comes first. The babies' holiday sweaters were crafted and donated by PIH Health's volunteers. There are 463 active volunteers at the PIH Health - Hospital Whittier campus and 103 at PIH Health Hospital - Downey.

**WHEN:** **December 20<sup>th</sup> is National Ugly Christmas Sweater Day. If you're interested in visiting the PIH Health Labor and Delivery Department for a photo opportunity, please let me know in advance.** Otherwise, please feel free to share the above photographs with your readers. Additional photos are also available upon request.

**WHERE:** **Photos taken at PIH Health Hospital - in Whittier, Calif.**

Thanks so much in advance and I look forward to hearing from you.