



## For Immediate Release.....

### **Operation Shower® teams with *Birdies for the Brave*®, ConnectiCare® and “Extra” to host baby shower for 40 military moms-to-be Tuesday, June 17, 2014, during the Travelers Championship**

***“Extra” correspondent Hilaria Thomas Baldwin will serve as the event’s guest host***

**CROMWELL, CT** (June 9, 2014)– “Extra” correspondent and first-time mom Hilaria Thomas Baldwin will help honor local military families when she hosts an Operation Shower/*Birdies for the Brave* group baby shower for 40 military moms-to-be whose spouses are deployed members of U.S. Naval Submarine Base New London. Sponsored by ConnectiCare, the “Welcome Aboard, Baby”-themed event will take place on Tuesday, June 17, 2014, from 11 a.m. to 1 p.m. in The First Tee of Connecticut David & Geri Epstein Learning Center at TPC River Highlands in Cromwell, CT, during the Travelers Championship. Supporting sponsors include “Extra,” Travelers, the Travelers Championship, The Mahan Foundation and baby bedding company Carousel Designs.

“I’m thrilled to host this event with Operation Shower, *Birdies for the Brave* and EXTRA,” said Baldwin. “As a first-time mom myself, I know how difficult pregnancy can be even with your spouse by your side. Many of these moms will be experiencing pregnancy alone, and I am so proud to be able to support and spend time with these amazing women while providing them with many of the necessities for welcoming their new bundles of joy into the world.”

In addition to her role as the lifestyle correspondent for the nationally-syndicated entertainment news magazine show, “Extra” – where she covers fitness, fashion, celebrities and news – Baldwin is a fitness and wellness expert and the co-founder of the Yoga Vida yoga studio. She has been featured as a fitness authority on E!, Good Afternoon America, and Plum TV’s “Yoga with a View.” Baldwin is a graduate of New York University, where she majored in art history and dance. She and her husband, actor Alec Baldwin, are the parents of a 10-month-old daughter named Carmen.

During the shower, the moms will enjoy lunch provided by Applebee’s, win prizes, and have an opportunity to share stories and gain comfort from other military moms-to-be in the same situation. The highlight of the event will be the presentation of Operation Shower’s signature “Shower in a Box.” Each mom will receive an array of unique, high-quality products and gift items for mothers and babies that have been donated by numerous companies, including Travelers, Dorel, “Extra” and Carousel Designs. From onesies and baby bottles to clothing, crib bedding, diaper bags and toys, the gifts will go a long way toward raising the spirits of the moms-to-be, many of whom would not otherwise have the opportunity to experience a baby shower.

“We are happy to join with Operation Shower and *Birdies for the Brave* to show our appreciation to these courageous military moms-to-be,” said Michael Wise, President of ConnectiCare. “Their service and sacrifice to our country deserve to be recognized and we are delighted to do that through this special shower.”

“For military wives who are expecting a baby and whose spouses are deployed or soon to be deployed, the impending arrival of a child can be both exciting and stressful,” said Operation Shower Founder and Chief Shower Officer LeAnn Morrissey. “Operation Shower was created specifically because typically military moms are the ones who hold it all together at home. Without their spouses by their side, deployed to another part of the world, these moms deserve our support, our thanks, our love and an opportunity to celebrate together.”

TPC River Highlands is located at One Golf Club Road in Cromwell, CT. The Travelers Championship will be held June 16-22, where the best professional golfers in the world will vie for a \$6.2 million purse. For tickets and more information, please visit [www.travelerschampionship.com](http://www.travelerschampionship.com).

#### **About Operation Shower**

Operation Shower is a non-profit organization dedicated to celebrating and honoring military families by providing joyful baby showers for military moms-to-be to ease the stress of deployment. Since the organization's inception in 2007, Operation Shower has showered more than 2,000 military moms from the Army, Navy, Air Force, Marines and National Guard on military bases and at other locations. For more information, visit [www.operationshower.org](http://www.operationshower.org).

#### **About "Extra"**

"Extra" is the second longest-running entertainment news magazine on U.S. television, with co-hosts Mario Lopez and Maria Menounos reporting in front of a live audience from the show's hot location at Universal Studios in Los Angeles. Unlike any other show in the genre, the audience becomes a part of this electric new experience, getting to interact live with Mario and Maria and the A-list celebrities who come to the Grove and take part in interactive, unpredictable and "event style" interviews. The show takes viewers on a coast-to-coast trip in every episode, from Hollywood to hotspots at Planet Hollywood Resort & Casino in Las Vegas as well as Planet Hollywood and Times Square in New York City. "Extra" continues to provide a hip, fresh and unique approach to breaking entertainment news. "Extra" is produced by Telepictures Productions and is distributed by Warner Bros. Domestic Television Distribution. Check your local listings for stations and times.

#### **About *Birdies for the Brave***

*Birdies for the Brave* is a national military outreach initiative dedicated to honoring and showing appreciation to the courageous men and women of our U.S. Armed Forces and their families. *Birdies for the Brave* was originally created in 2006 by Phil Mickelson and his wife, Amy, to support combat-injured troops. Since then, *Birdies for the Brave* has raised more than \$13 million for military homefront groups that are supported by PGA TOUR players. For more information, please visit [www.birdiesforthebrave.org](http://www.birdiesforthebrave.org) or follow them on Facebook.

#### **About ConnectiCare**

ConnectiCare is a health plan based in Farmington, CT, and a subsidiary of EmblemHealth. ConnectiCare has a full offering of products for business, municipalities, individuals and those who are Medicare-eligible. A local company for more than 30 years, ConnectiCare maintains all operations, and over 650 employees in Farmington, CT. Visit our website: [www.connecticare.com](http://www.connecticare.com) or [www.chooseconnecticare.com](http://www.chooseconnecticare.com).

#### **About the Travelers Championship**

The Travelers Championship is one of the region's premier sporting events. The tournament donates 100 percent of net proceeds to charities. The event is sponsored by Travelers, a leading provider of property casualty insurance for home, auto and business. Travelers has been doing business in the community for more than 150 years, and today has more than 7,000 employees in Connecticut. Travelers has been a sponsor of this event each year since its inception in 1952, becoming title sponsor in 2007. Complete details are available at [www.TravelersChampionship.com](http://www.TravelersChampionship.com).

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