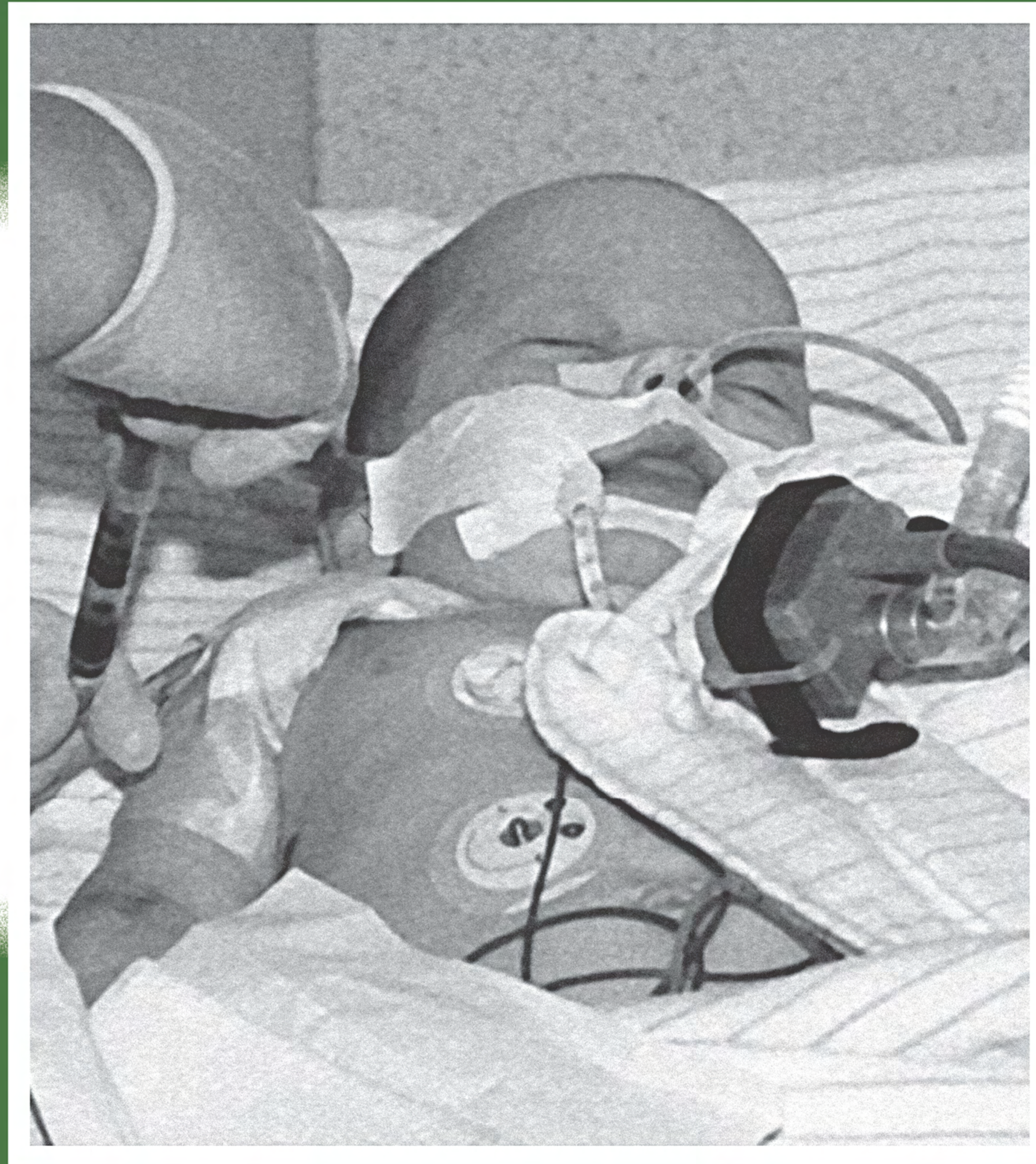


A lineman's hit can sideline a quarterback for a game.



Shaken at 8 weeks. On injured reserve for life.

5 seconds of shaking a baby can sideline them for life.

Every year, thousands of potential players or fans have their futures sidelined by a few violent moments with a frustrated caregiver. Shaking a baby or toddler causes catastrophic, permanent brain damage.

Severe mental impairment, cerebral palsy and blindness are common. Some stats: ● 25% of victims die.

● 75% of those responsible are men. ● 81% of these men had no previous history of child abuse.

If you are frustrated by a crying infant or toddler, put yourself on the bench.

Crying can't kill a baby. Shaking can. Sidelining a baby for life – or saving that child's future – is in your hands.

This ad is sponsored by Shaken Baby Prevention, Inc.

For more information on Shaken Baby Syndrome or to donate, go to www.sbsprevention.com

Use or copying of this image is not allowed without permission from Shaken Baby Prevention, Inc.