



**September 4, 2007  
For immediate release**

**POSTPARTUM SUPPORT INTERNATIONAL  
TO HOLD SECOND ANNUAL FUNDRAISER  
ON SATURDAY EVENING, OCTOBER 20, 2007**

**Former New Jersey First Lady Mary Jo Codey and author Sylvia Lasalandra,  
members of PSI's President's Advisory Council, to host benefit**

**Honorees include U.S. Senator Robert Menendez, actress Brooke Shields, and  
philanthropist Donna A. Sanzari**

Postpartum Support International ("PSI") will hold its annual fundraiser on October 20, 2007 – the day that has been designated as Postpartum Depression Awareness Day in the State of New Jersey – in North Caldwell, New Jersey. For the second year, author Sylvia Lasalandra and her husband, Michael Frodella, are sponsoring the gala at the Greenbrook Country Club. The evening will feature wine and food-tasting tables and a fantastic silent auction to benefit the world's largest nonprofit organization devoted to the eradication of postpartum depression worldwide. Three honorees will be recognized for their outstanding contributions and support of maternal/child health.

Mary Jo Codey, a PPD survivor who is a national PPD awareness advocate and spokesperson for New Jersey's "Speak Up When You're Down" campaign, says "This fundraiser is important because PSI brings national awareness as well as programs and supports to serve women, children and families facing these disorders." Sylvia Lasalandra of Franklin Lakes, who wrote the award-winning book *A Daughter's Touch* about her own triumph over postpartum depression feels that it is crucial to end the stigma associated with these illnesses which acts as a barrier to treatment.

U.S. Senator Robert Menendez is being honored for his tireless advocacy and sponsorship of The MOTHERS Act, federal legislation that is gaining momentum and is expected to pass in the Senate this year. The MOTHERS Act will ensure that every woman nationwide will be given an assessment for postpartum depression prior to leaving the hospital and provide funding for treatment, research, and education. It is based on the groundbreaking New Jersey legislation signed into law by Governor Jon S. Corzine on April 13, 2006, and authored by then Acting Governor Richard Codey and his wife, Mary Jo.

Also being honored is actress Brooke Shields, a former New Jersey resident and Princeton graduate, who is a long-time advocate of education and protections for new

mothers. Brooke recently lent her star power to the promotion of federal legislation by participating in a Mother's Day Senate press conference last May 11.

The third honoree is Donna A. Sanzari of Hohokus, a philanthropist whose generosity and concern for women's issues led to the formation of The Donna A. Sanzari Women's Hospital at Hackensack University Medical Center. The facility regularly hosts women's conferences and health-related events, and its services include antenatal and postnatal programs.

Susan Dowd Stone, LCSW of Tenafly and president of Postpartum Support International, notes that last year's event resulted in funding for a new program called "Open Forum Sessions for Moms," in which mothers or concerned family members can call PSI's TOLL FREE bridge line on Wednesdays to participate in live information sessions about postpartum depression and related illnesses with mental health experts. From the privacy of their homes, with no preregistration required, participants (who can remain anonymous if they choose) are offered basic health and referral information about perinatal mood disorders. PSI's mantra is, "You are not alone, you are not to blame, and, with help, you will be well."

Tickets for the October event are \$150.00 per person, a portion of which is tax deductible. Opportunities for tax-deductible donations/silent auction items or event sponsorship are also available. Please email [vino1020@aol.com](mailto:vino1020@aol.com) for further information or to purchase tickets. Or, to hold a place, send your check to PSI Fundraiser, 24 West Railroad Avenue, PMB 183, Tenafly, NJ 07670.

**Postpartum Support International** is the world's largest nonprofit organization offering support, referrals, education, training, and resources to health care providers, women, and families coping with perinatal mood disorders. Postpartum depression and related perinatal mood disorders will affect up to 20 percent of childbearing women this year – 800,000 American mothers – with consequences ranging from disabling depression to maternal or child death. [These figures do not include women whose pregnancies end in miscarriage or stillbirth, who are also vulnerable to the illness.] Yet only 15 percent of these women will receive any assessment or treatment.

With coordinators in 49 states and 29 countries around the world, PSI is well-positioned to continue its mission of eradicating perinatal mental illness in every community worldwide. Thousands of women and concerned family members call our national warm line each year, attend our annual conference for healthcare providers and consumers, and visit our website to find local resources and support. PSI is a network of more than 100 volunteers with only one paid office worker. Every dollar received goes directly into programs/services. PSI's website [www.postpartum.net](http://www.postpartum.net) 1-800-944-4773.

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