

Iowa Family Rallies Behind Lily Lawson in Baby of the Year Competition

Baby Lily Lawson is competing in the 2026 Baby of the Year, with her family pledging 10% of any prize winnings to a Des Moines-area nonprofit if she wins.

WEST DES MOINES, IA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- An Iowa family is rallying friends, relatives and communities across the state behind one very small contestant with a very big cheering section.

[Lily Lawson](#) is currently competing in the 2026 Baby of the Year competition, a nationwide contest presented by Jessica Alba that gives families the opportunity to share the joy and personality of their little ones while competing for a \$25,000 prize.

For Lily's family, however, the campaign has quickly become about more than the competition itself.

With family connections throughout Iowa — including Algona, the Des Moines metro, Cedar Falls, Ames and Iowa City — Lily's campaign has brought together friends, former classmates, coworkers, extended family members and community supporters from across the state.

"It has been incredible seeing how many people have gotten behind Lily," said Lily's family. "What started as something fun has turned into this really special reminder of how connected Iowa communities can be."

If Lily ultimately wins Baby of the Year, her family plans to use the prize to help support her future while also donating 10% of the winnings to a nonprofit organization in the Des Moines area.

That commitment has become an important part of the family's campaign.



"We obviously would love to see Lily win, but we also wanted there to be an opportunity to do something meaningful for another family or organization in our community," the family said.

Supporters can help Lily advance by casting votes through her official Baby of the Year profile. Voting takes only a few moments, and supporters are also encouraged to share Lily's page with friends, family and fellow Iowans.

Lily's campaign has already generated support across multiple Iowa communities as the family continues working to move her through each stage of the competition.

For Lily's family, the experience has also created something they never expected: a statewide cheering section for one little Iowa girl.

[Vote for Lily](#) Lawson:

<https://babyoftheyear.org/2026/lily-b7db>

For updates on Lily's progress throughout the competition, supporters can follow and share her campaign on social media.

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