**MEDIA CONTACT:**

[First Name, Last Name]

[Telephone: (XXX) XXX-XXXX]

[Email Address]

FOR IMMEDIATE RELEASE

**Local Coalition Promotes World Breastfeeding Week**

(City, WI) [Month, Day, Year] –

Each year breastfeeding advocates around the world celebrate World Breastfeeding Week (August 1-7). This year’s theme is “Breastfeeding and Work, Let’s Make it Work!”

Locally, the **[Insert Name]** Breastfeeding Coalition wants to spread the word about supporting working mothers and the importance of breastfeeding in general. The coalition encourages all moms to breastfeed, as it is the healthiest option for infants. The coalition aims to ensure that mothers are knowledgeable regarding the importance of breastfeeding and its nutritional value for optimal health of the baby. “Breast milk is the normal food for babies, is easily digested to meet all dietary needs and contains disease-fighting substances that are not found in infant formulas. We are strong advocates of breastfeeding and we educate all moms on the nutritional value it has during a baby’s first-year of life and beyond. Formula fed babies have a higher risk of ear and respiratory infections, intestinal problems, allergies, eczema, childhood leukemia, obesity, and diabetes. The importance of breastfeeding is mutual for mothers as the likelihood of ovarian and breast cancer is reduced,” explained **[Quote from coalition member – name, title of staff person].**

According to the 2014 CDC Breastfeeding Report card, 83.5 percent of Wisconsin mothers initiated breastfeeding; compared with 79.2 percent nationwide. These rates decrease as babies get older and mothers often go back to work. Women with children are the fastest-growing segment of the workforce and mothers who are working often need extra support from family, friends, health care providers and employers. Breastfeeding coalitions in Wisconsin work to link moms to support systems for their breastfeeding journey. Hospitals and WIC clinics have trained specialists and mom-to-mom counseling, to help new moms have a successful breastfeeding experience. “There are three necessary factors that determine success in breastfeeding for working moms: time, space, and support. All three are needed for women in any kind of work setting,” said **[coalition member name]**  Federal law provides working moms with time for reasonable breaks to pump milk as well as a private place (other than a restroom) to do so. Employers with 50 or more employees are required to follow this law for their hourly paid employees. According to the U.S. Department of Health and Human Services, employers who provide these family-friendly benefits receive a 3:1 return on investment through lower health care costs, lower employee absenteeism rates (since babies are healthier), lower turnover rates, and higher employee productivity and loyalty.

Businesses interested in learning more about ways to support breastfeeding employees can contact the **[Insert Name]** Breastfeeding Coalition at (xxx)xxx-xxxx.

**OPTIONAL:**

**About [Insert name of Coalition|**

The [**Insert Name**] Breastfeeding Coalition was formed in [**year**] and it’s mission is to [**mission**].

[**Insert coalition activities or events**]

To find out more about the [**Insert Name**] Breastfeeding Coalition, visit: website , facebook, etc. or call (xxx)xxx-xxxx.

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