



PRESS RELEASE

World Breast Pumping Day 2017: Success!

A day to support pumping mamas saw huge support on social media

Vancouver, B.C. - (February 27, 2017) - Thousands of women “showed up” to support the inaugural World Breast Pumping Day (WBPD) on January 27, 2017. The online event reached 12,000 people on Facebook and was supported by women across North America who tweeted, published blogs, and posted their personal pumping stories on Instagram. One of the major initial supporters was Host of HGTV Love it or List it Vancouver, Jillian Harris, who posted about WBPD to her 172.8k Twitter followers.

Snugabell Mom & Baby Gear wanted to officially acknowledge the love, dedication, and unquestionable stamina of motherhood with the first World Breast Pumping Day. The day was designed to create a platform for women to share their pumping and breastfeeding stories, and cultivate a supportive space for other women to ask questions.

Snugabell CEO and Founder Wendy Armbruster Bell didn't anticipate the sudden widespread engagement and support for the cause.

“Of course we hoped to gain some traction on social for World Breast Pumping Day, and the Snugabellas and I were pleasantly surprised, encouraged, and proud to provide a platform for all the amazing pumping mamas to celebrate their achievements, acknowledge their hard work, and support their struggles,” she says. “We are very excited for WBPD 2018 with plans already underway!”

Some of the most outstanding statistics from WBPD include:

- YouTube & Facebook: **5,793 views** on [World Breast Pumping Day video produced by Jelly](#)
- **Twitter:** The hashtags #WBPD2017, #WhyIPump and #WeCanPump had a collective **reach of 530,489 with 285 original tweets.**
- **Instagram:** With a highly engaged audience, posts about WBPD garnered a total of **15,953 likes and 872,694 impressions** through the hashtags #WBPD2017, #WhyIPump and #WeCanPump
- Over the course of the campaign, Snugabell also awarded more than five bundles of prizes (totalling over \$2,000) in partnership with [notable Canadian and American mom and baby brands.](#)

However, the support from the community goes beyond the numbers, as the response from WBPD shows there is a need for ongoing, positive discussions about breast pumping.

“The Snugabellas are working hard to produce informative, accessible video content to help reach moms where they are: scrolling through Facebook blearily during middle-of-the-night feeds/pumping sessions!” Wendy says. “We’re also developing new products, brainstorming how we can build World Breast Pumping Day into something even bigger and better, and continuing to support grassroots breastfeeding support initiatives.”

Breast pumps, along with diapers and bottles, are seen by many parents as extensions of themselves. Snugabell is dedicated to continuing the conversation by not only providing the “mommy market” with their fashionable and functional [PumpEase](#), but also serving as a resource and community-builder for women around the world - whether nursing or not.

In 2017, Wendy and the Snugabell team are putting their breast foot forward with a sassier voice, a thoughtful influencer program, and educational videos that *bust* misconceptions and offer expert advice and answers to your most fundamental questions.

Do you want to be kept in the loop with resources, how-tos, and the latest product launches and news? Start by getting social with Snugabell on [Twitter](#), [Facebook](#), and [Instagram](#), or visit [snugabell.com](#) and sign up for [Express Mail](#) to be the first to know when we have exciting news to share.

#whyIump #wecanpump #WBPD2017