



PRESS RELEASE

## Snugabell supports World Breast Pumping Day

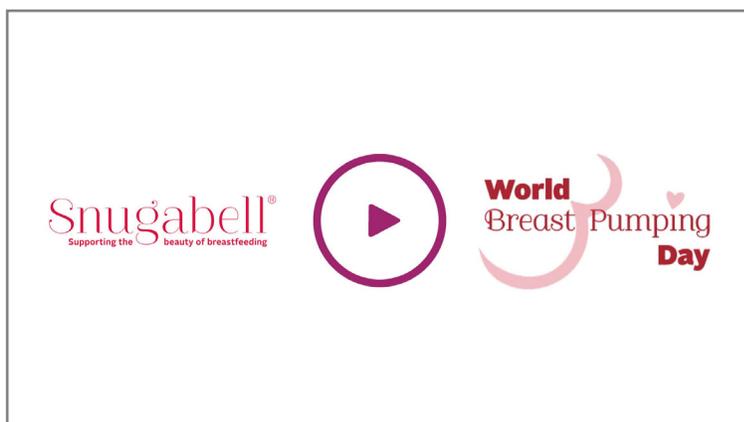
### Ready...Set...Pump!

**Vancouver, B.C. - (January 12, 2017)** - Human milk is a marvel, and on January 27th, mamas across the globe will celebrate the power of pumping with the first annual World Breast Pumping Day (WBPD). It's an opportunity for everyone from new moms to experienced pumpin' mamas, to acknowledge the love, dedication, and unquestionable stamina of motherhood.

Pumping is no easy feat, and Snugabell Mom & Baby Gear recognizes the commitment and fortitude of moms who choose to include breast pumping in their breastfeeding journey. From sterilizing parts to building a milk stash, moms who pump dedicate countless hours to making sure their babies receive breastmilk's nutrients, DHA, antibodies, and more, even when separation is necessary.

"World Breast Pumping Day is a day to honour the love in every ounce," says Wendy Armbruster Bell, the founder of Snugabell. "The many benefits of breastmilk are not limited to breastfeeding; babies who receive pumped breastmilk have lower risks of asthma, childhood leukemia, ear infections, eczema, diarrhea and vomiting, lower respiratory infections, necrotizing enterocolitis, SIDS, and type 2 diabetes than babies who are not fed breastmilk."

Breastfeeding can be time-consuming. By encouraging breast pumps as a common accessory in a busy mom's arsenal, it empowers them to explore their feeding options and continue living life at their own pace. WBPD creates a platform for women to share their pumping and breastfeeding stories, and cultivate a supportive space for other women to ask questions.



**On January 27, join women around the world and get pumped up about WBPD!**

Ready, Set, Pump: [Watch World Breast Pumping Day Video \(2 Min\)](#)

[#whyIpump](#) [#wecanpump](#) [#WBPD2017](#)



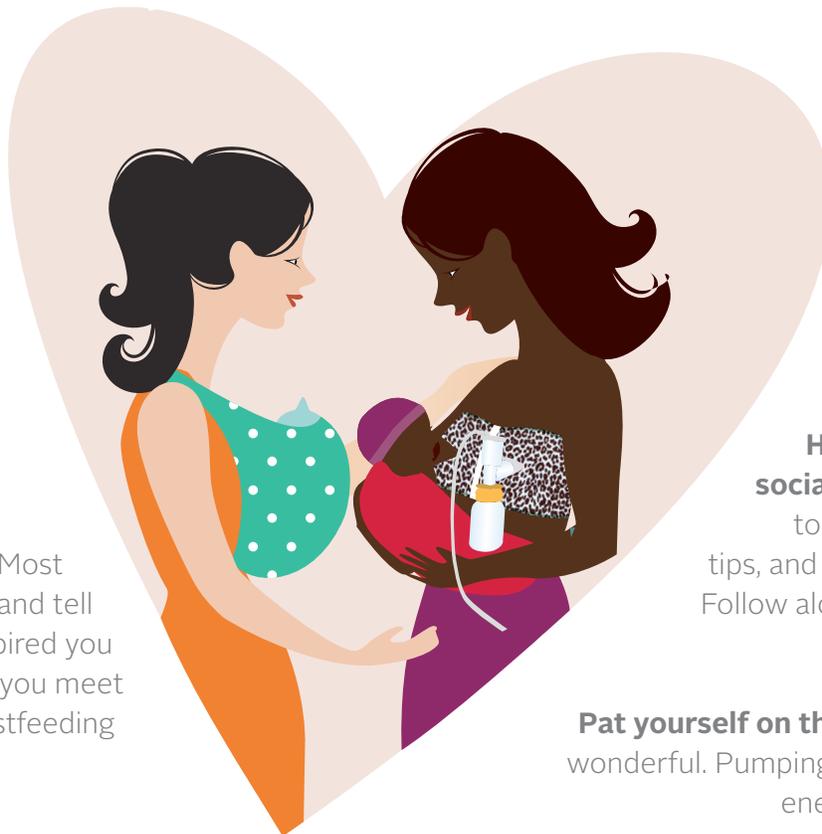
## How can I celebrate World Breast Pumping Day?

**Spread the word!** If you're a proud pumpin' mama, shout your accomplishments loud and proud. Snap a pic or film a video and use #whylpump, #wecanpump, and #WBPD2017 to share your story on social media.

**Share the WBPD video** with your family and friends and tell them why pumping is important to you and your nursling. Remember to tag with #WBPD2017.

Describe your experience to normalize pumping. **Words have power;** help other mamas see pumping as a tool that can help their breastfeeding journey.

**Thank your MVP** (Most Valuable Pumper!) and tell them how they inspired you to pump or helped you meet your personal breastfeeding goals.



Put your face in our **Rosie the Riveter graphic** and create a powerful profile pic that highlights your can-do attitude!

**Hang out with us on social media** @snugabell to talk pumping, share tips, and win fabulous prizes! Follow along at #WBPD2017.

**Pat yourself on the back** for being so wonderful. Pumping takes a lot of time, energy, and dedication.

**You are amazing, mama!**

#whylpump #wecanpump #WBPD2017