



PRESS RELEASE

SNUGABELL IS PUMPED FOR WORLD BREAST PUMPING DAY

Vancouver, B.C. - (December 30, 2017) - Moms who pump go to great lengths to feed their babies breastmilk. Snugabell Mom & Baby Gear acknowledges the dedication that pumping moms put into feeding their young. On January 27th, 2018, moms across the globe will celebrate the power of pumping with the second annual World Breast Pumping Day (WBPD).

"The breastfeeding world can be overwhelming and moms who chose to pump as part, or all, of their breastfeeding journey often feel excluded or less than their peers who exclusively feed straight from the breast," says Wendy Armbruster Bell, the founder of Snugabell. "World Breast Pumping Day provides an opportunity for everyone, from new moms to experienced pumpin' mamas, to stand together and honour the time, energy, and love that goes into pumping."

The many benefits of breastmilk are indisputable. Breastfed babies have fewer infections and hospitalizations than infants who are not fed breastmilk. Breastmilk contains antibodies and other germ-fighting factors that strengthen the immune system. This helps lower a baby's chances of getting many infections, including ear infections, diarrhea, respiratory infections, and meningitis. Breastfeed may also protect babies against allergies, asthma, diabetes, obesity, and sudden infant death syndrome (SIDS).

World Breast Pumping Day aims to normalize pumping by providing a platform for moms to share their pumping and breastfeeding stories, offer support, ask questions, and cheer on other pumpin' mamas.

On January 27th, join women around the world and get pumped for World Breast Pumping Day!

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#WeCanPump #WhyIPump #WorldBreastPumpingDay

facebook.com/WorldBreastPumpingDay

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 #WeCanPump, #WhyIPump, and #WorldBreastPumpingDay to share your story on social media.

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.



Share World Breast Pumping Day with your family and friends. Tell them why pumping is important to you and your nursling. Invite them to join you in celebrating the love in every ounce.

Join the World Breast Pumping Day Facebook page for information on how to attend our virtual event on January 27th. Spread the love and invite your friends and fellow pumpin' mamas.

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

Give yourself a high five for being so wonderful. Pumping takes time, effort, and dedication.

You are amazing, mama!

#WeCanPump #WhyIPump #WorldBreastPumpingDay