# **SAMPLE MEDIA ADVISORY**

# **FOR IMMEDIATE RELEASE**: [DATE]

# **CONTACT**:

[Name, Organization, email, cell phone, languages spoken (if doing multilingual press work)]

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Local Healthy Start Takes on Breastfeeding

[Local Action] Brings Breastfeeding Moms Together for Photo Op

[Somewhere, SW – August XX, 2016]

WHAT: In order to call attention to National Breastfeeding Awareness Month, the [Local Healthy Start Organization] is hosting a breastfeeding sit-in in the [Local Area] park for a photo opportunity. Local moms are encouraged to join and keep babies healthy by breastfeeding. [Local Healthy Start Organization] will have four professional photographers on hand to create lasting memories for moms and their babies to take home with them. The event is co-supported by the local La Leche League and two local moms’ support groups.

WHEN: December 7, 2016 [Time]

WHERE: [Location]

WHY: [link local movements on infant health and preventing infant mortality] “The [your local community] is on the frontline of making sure every baby in our community reaches their third birthday,” says [Name of Someone, from Local Healthy Start Organization]. “[Local Healthy Start] with our partners and mothers from the community are raising awareness around breastfeeding because one of the most highly effective preventive measures a mother can take to protect the health of her infant is to breastfeed.”

La Leche League says, “Breastfed babies are healthier babies.” Babies and toddlers receive health benefits from breastfeeding. A mother’s milk continues to provide immunities and vitamins, and can help protect your baby or toddler from illness and allergies. If your baby or toddler does get sick, nursing will help comfort her or him. In fact, a baby or toddler with an upset stomach may be able to tolerate nothing but human milk.

“Not just better for baby, women who breastfeed their babies for more than a year lower their own risk of suffering a heart attack or stroke,” says, [Name of Someone, from Local Healthy Start Organization].

For more information on the Breastfeeding Photo Day, see [link]

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