



## PRESS RELEASE

### SNUGABELL IS PUMPED FOR WORLD BREAST PUMPING DAY

**Vancouver, B.C.** - (January, 24, 2020) - Parents who pump go to great lengths to feed their babies breastmilk. Snugabell Mom & Baby Gear acknowledges the dedication that pumping parents put into feeding their young. On January 27th, 2020, people across the globe will celebrate the power of pumping with the fourth annual World Breast Pumping Day (WBPD).

"The breastfeeding world can be overwhelming and parents 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. Breastfeeding 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 parents to share their pumping and breastfeeding stories, offer support, ask questions, and cheer on other pumpin' parents.

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

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#WorldBreastPumpingDay #EveryDropCounts #WeCanPump #WBPD2020

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