Press Release Template for Breastfeeding-Friendly Workplace Champions

All highlighted text should be changed for each employer

**[Employer Name] Has Been Designated as a Breastfeeding-Friendly Workplace Champion**

PRESS RELEASE – [Date]

[Employer name] has been designated by the Louisiana Breastfeeding Coalition as a [Breastfeeding-Friendly Workplace Champion](http://www.louisianabreastfeeding.org/bfw/).

[Quote from employer, such as “We are excited to support our mothers returning to work after birth so that they can keep providing breastmilk for their babies. We want to be a part of helping mothers feel like they can balance work and family.”]

At [Employer name], employees who are breastfeeding mothers can take advantage of [list accommodations such as a designated private breastfeeding/pumping space featuring a chair and fridge, and flexible break time to breastfeed/pump.]

The Breastfeeding-Friendly Workplace designation means that a company has implemented support for their employees to maintain their breastmilk supply while they are away from their children. In order to be designated as a Breastfeeding-Friendly Workplace Champion—the highest designation— a business must have the following:

* Reasonable break time for working mothers to pump breast milk each time they need to throughout the day
* One or more permanent breastfeeding rooms, or a clean, private, and safe space with an outlet, other than a toilet stall that mothers can use for lactation when needed
* A working sink near the breastfeeding location where mothers can clean pumping equipment
* The lactation support (a place to pump and break time) is communicated to all current and future employees
* A written policy to support workplace lactation that meets minimum federal law requirements

Accommodating breastfeeding mothers when they come back to work is important for them to succeed in providing breast milk for their babies. Businesses that support breastfeeding employees experience benefits such as decreased employee turnover, absenteeism, and health care costs, and increased employee loyalty.

For organizations interested in becoming Breastfeeding-Friendly Workplaces, applications are available [online](http://www.louisianabreastfeeding.org/bfw/).