**For Immediate Release:** August 10, 2012

**Please Contact:**

|  |  |  |  |
| --- | --- | --- | --- |
| *NYC Breastfeeding Leadership Coalition* | Theresa Landau | 718.960.2817  646 258-3551 | landaut@nychhc.org |
| *New York Presbyterian Hospital* | Kathleen Carpenter | 212.568.0502 | kac9084@nyp.org |
| *Sen. Liz Krueger* | Andrew Goldston | 917.720.7895 | goldston@nysenate.gov |

Senator Krueger, NYC Moms to Take Breastfeeding Underground

**NYC Breastfeeding Leadership Council to Host Annual “Subway Caravan”**

**New York –** Today, breastfeeding families, supporters, and health professionals from all over New York City are participating in the **NYC Breastfeeding Leadership Council's** **Annual Subway Caravan**. Advocates have held the subway caravan annually since 2004, when a woman received a citation for indecent exposure while nursing her baby on a subway, in spite of laws protecting a woman’s right to breastfeed in public.

The caravan is meant to celebrate breastfeeding families, encourage parents to feed their babies the healthiest first food, and raise public awareness of New York State laws that protect nursing mothers and babies. Breastfeeding families, supporters, and advocates equipped with placards and banners met at **168th Street and St. Nicholas Avenue** for an opening ceremony, joined by **New York State Senator Liz Krueger** (D-Manhattan) and representatives of the New York City Department of Health and Mental Hygiene, including **Dr. Lorraine Boyd**, Medical Director of the Bureau of Maternal, Infant, and Reproductive Health.

“Encouraging breastfeeding is one of the simplest, best changes we can make to improve public health,” said **Sen. Krueger**, who has championed pro-breastfeeding legislation and breastfeeding families. “The health benefits both for infants and for their mothers are not in doubt, and while every mother makes her own decision on breastfeeding her infant, we’re here today to raise awareness and make the decision to breastfeed an easy one.”

After the ceremony, the caravan (dozens of breastfeeding mothers, professionals and advocates) traveled on the “A” train to Bedford-Stuyvesant’s **Restoration Plaza** for the Brooklyn Alliance for Breastfeeding Empowerment’s (B.A.B.E.) day-long breastfeeding celebration. A separate Queens Breastfeeding Alliance caravan will also join the group in Brooklyn.

**World Breastfeeding Week** (WBW) is commemorated from August 1st – 7th.  Each year hundreds of thousands of people from over 170 countries join in celebrating the miracle of mother’s milk.  This year’s WBW theme is: *“Understanding the Past – Planning for the Future: Celebrating 10 years of WHO/UNICEF’s Global Strategy for Infant and Young Child Feeding.”* The World Health Organization (WHO) recommends that babies be breastfed exclusively for the first six months of life. Breastfeeding along with appropriate solid foods should continue up to two years of age or beyond.

* **Who:** NYC Breastfeeding Leadership Council; New York State Senator Liz Krueger; Dr. Lorraine Boyd, Medical Director of the Bureau of Maternal, Infant, and Reproductive Health
* **What:** Annual Breastfeeding Subway Caravan
* **When:** Friday, August 10, 2012 – 11:00 AM
* **Where:**  168th Street and St. Nicholas Avenue (by the Russ Berrie Health Sciences Center, across from New York Presbyterian Hospital) and the “A” Subway Line

# # #