

FOR IMMEDIATE RELEASE

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## **Milk for Thought's Big Pink Bus for Breastfeeding Gets America to Latch On**

Breastfeeding has been making headlines — from The Surgeon General's Call to Action to the First Lady's Let's Move Campaign to a passionate advocacy and support network to multiple celebrity endorsements.

Using this momentum, Milk for Thought is taking the energy, passion and dedication of the breastfeeding community on the road. With 45 days, 30-plus cities, and 1 goal, to support, empower and connect the breastfeeding community, the “Latch On America Tour” embarks on July 14.

Goals of the Latch On America Tour include supporting the 20 steps of the Surgeon General's Call to Action for breastfeeding, connecting new moms with lactation experts, increasing awareness for local breastfeeding resources, and learning about and document the unique breastfeeding culture in each city. Along the way, a documentary crew will capture the amazing breastfeeding stories of mothers and advocates as well as profiling organizations that are taking action to empower breastfeeding moms.

When the road trip was announced, Milk for Thought founder Ryan Comfort was wowed by the passionate response from breastfeeding supporters in cities and towns across the country — from Poughkeepsie to the Navaho Nation to Seattle — who fought to bring the big pink bus to their city.

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He adds, “While I wish we could visit every town and city with a strong breastfeeding community, we are going to meet some incredible people and inspire others. Really, we are just honored to collaborate to provide real solutions and support not just to breastfeeding moms, but also to their support network.”

Is the big pink bus coming to your town or city? Visit the Milk for Thought Facebook page as the cities and towns that were chosen are revealed one by one, and learn where the Latch On America Tour will stop next.

**Breastfeeding is beautiful, but it's not always easy. Every mother who wants to breastfeed should have easy access to the love, support and encouragement she needs in one friendly and reliable place. MilkforThought.com works collaboratively with all members of the breastfeeding community to help new moms have a successful breastfeeding journey by connecting them to local experts and counselors, baby-friendly hospitals and birthing centers, support groups, and other mothers. By providing an online platform, the entire support community can comprehensively support new parents, change attitudes, improve national rates of breastfeeding, and impact legislation. To learn more, please visit [MilkforThought.com](http://MilkforThought.com) or find us on Facebook and Twitter.**

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