
Press Release Target: Working Mothers, New Mothers, Breastfeeding, Parenting, Expecting Mothers
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FOR IMMEDIATE RELEASE

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BREASTFEEDING MOMS CAN PUMP IN PEACE WITH THE MILK IT KIT

New Product for Breastfeeding Moms Helps Avoid Unwanted Walk-ins and Breast Milk Mishaps

Breastfeeding is a hot topic in the news lately. The *good news* is, breastfeeding rates in the US are up!* And, by recent law working breastfeeding moms are entitled to a place to pump breast milk at work**. The *bad news* is, these laws can NOT ensure a mom's privacy. We all hear the stories:

"A colleague walked in on me pumping - twice!" said one mom, leaving her feeling far too exposed.
"Our company's janitor used my breast milk in his coffee!" exclaimed another mom, still in disbelief.

These scenarios happen more often than we would hope. Working breastfeeding moms deserve to pump in peace, but until companies establish more breastfeeding-friendly offices, **only a mom can truly protect her own privacy.**

Enter the **Milk It Kit!** Brainchild of Courtney Uyeshiro, the Milk It Kit, contains what nursing moms need for peace of mind and for more positive pumping sessions - a door hanger privacy sign, a pump bag tag (luggage tag), 2 "back in twenty" desk signs, 32 waterproof breast milk labels and 3 Milk It™ stickers. Peace of mind for the small price of \$16.95.

Launched mid-July, 2012, the Milk It Kit™ is already helping support breastfeeding moms that are pumping milk for their babies.

"Your kit saved my privacy! ... No more walk-ins." states one happy Milk It customer.
"We love these labels.... they stay on when you need them to (in the fridge, freezer) but come off easily when you need to re-label!" says another happy Milk It mom.

The concept for the Milk It Kit "began as a flurry of Post-it notes back in September, 2009, when I was pregnant with my second baby," states Courtney Uyeshiro, Milk It founder and Certified Lactation Educator. "As a working, breastfeeding mom I had become intimately familiar with pumping--and pumping--and pumping milk for my first daughter. I felt like an expert milk-pumping machine. The biggest challenges were not the actual pumping or fitting the pumping breaks into my day, but finding a private place to pump, dealing with the hassles of breast milk storage and daily transport, the added hassles of bringing a breast pump and breast milk through airline security and finally, finding the courage to pump milk in a less-than-private location despite the unusual comments of passers-by," says Courtney.

"Surveying many moms across the country made me realize my stories just touch the tip of the iceberg. With my own breastfeeding and pumping experiences and those of other moms in mind, I

became determined to create a kit that would give moms some tools to help them feel good about pumping milk at work, to provide a sense of privacy, some protection and to add a little fun to the repetitive (and often tedious) task of pumping milk. My graphic designer and I then worked on the concepts with the goal of making products that we ourselves would love to use and that were not only mom-friendly, but environment-friendly where possible.” The Milk It door hanger and pump bag tag are comprised of 100% recycled FSC-certified paperboard. These items, along with the desk signs, are also recyclable. The milk labels and stickers are latex free, phthalate free, lead free and BPA free.

All the items in the kit contain beautiful fonts and designs, inspired by those used on vintage milk caps.

“I loved the idea of taking these vintage images of moms and babies and bringing them forward into our current world of multi-tasking, working moms and the milk they make. The images and designs are meant to be office-friendly while maintaining a light-hearted feel. And, at the request of several moms, they are not light blue or pink!” states Courtney.

Included in the Milk It Kit:

- 1 Milk It Door Hanger** 2-sided privacy sign lets moms choose: WAIT Just a Minute - Room in Use or WAIT Just a Minute - Nursing Mom at Work
- 1 Pump Bag Tag** stating: “Pure Milk & Pumping Accessories - Important Contents Keep Cool” (front) / (back) “If found kindly contact this multi-tasking mom” {with space for contact information}
- 2 Desk Signs:** “Stepped Away ... Back in Twenty”
- 32 Milk Labels:** “Not for Lattes™,” “Reserved for Baby,” and “Pure Milk,” all with date and note lines
- 3 Milk It Stickers** such as “Go Mommy Go” for the pump and “This Way Up: Will Cry Over Spilled Milk” for the milk cooler bag

Courtney hopes the Milk It Kit will help breastfeeding moms feel better about their hard work pumping milk for their babies, the door sign will protect them from unwanted walk-ins, the pump bag tag will make breastfeeding and traveling easier and the milk labels and stickers will help moms protect and organize their precious milk.

She also hopes that her website (www.milkitkit.com) and Facebook page (facebook.com/milkitkit) will help moms find ways to support each other and the milk they make!

* Source: <http://www.cdc.gov/breastfeeding/pdf/2012BreastfeedingReportCard.pdf>

**unless 50 or less employees or your company is not covered by the FLSA

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If you'd like more information about this product, or to schedule an interview with Courtney Uyeshiro, please visit her website www.milkitkit.com or e-mail her at courtney@milkitkit.com.