

Immediate Press Release (updated)

Date: 3 July 2006

BreastFest – A Mini Family Carnival Celebrating Breastfeeding

in conjunction with World Breastfeeding Week

organized by Breastfeeding Mothers' Support Group (Singapore)

supported by World Alliance for Breastfeeding Action (WABA)

in collaboration with Tampines West CC Women's Executive Committee

Date : 13 August 2006

Time : 10 a.m. – 4 p.m.

Venue : Tampines West Community Club

In conjunction with World Breastfeeding Week, which is celebrated all over the world in the month of August, Breastfeeding Mothers' Support Group (Singapore) is organising the first ever mini-carnival that celebrates breastfeeding!

It's called "***BreastFest – A Mini Family Carnival Celebrating Breastfeeding***".

The carnival objectives are:

- To boost public awareness of the benefits of breastfeeding;
- To multiply members' participation and allow attendees to meet and get to know like-minded friends.

BreastFest aims to make breastfeeding as friendly and acceptable a practice nation-wide.

BreastFest will feature:

1. *BREASTalk - A Forum on Breastfeeding*

Addressing the topic "Making Breastfeeding a Mother's Best Friend", BMSG has invited Dr Julianah Abu and Dr Koh Poh Kian; lactation consultant, Ms Doris Fok and celebrity moms Annabelle Francis and Wendy Jacobs to speak and share their experiences.

2. *Nurse in Style*

Breastfeeding makes a fashion statement here with Jeffrey Chung Models! This Fashion Show will feature Nursing Wear, coupled with the Sale of Nursing Wear by Local and International Labels.

2. *Lunch@Moms*

Inspired by Manila's World Record of 3,738 simultaneously breastfeeding mothers, BMSG attempts to set our own very National Record. This will be our first simultaneous breastfeeding event.

3. **BREASTography**

This photography exhibition bears testament that Breastfeeding is an Art! The exhibition features 10 black-and-white images of mothers from all walks of life, and the intimacy that entails when a woman breastfeeds. BMSG is planning for this exhibition to travel the island as a means of public education. *BREASTography* is brought to you by The Pond Photography.

4. **Blog-on-BREAST**

Breastfeeding takes a technological twist as BMSG invites the local blogger community to share their experiences in breastfeeding. For more details on competition, log on to <http://www.blogonbreast.blogspot.com/>. Send in your entry and stand to win attractive prizes!

For just \$5 per family, this festival promises an educational and entertaining day for everyone! First 500 families to register will receive a goodie bag! Register now – call Tampines West CC @ 67881912 or Breastfeeding Mothers' Support Group @ 63370508.

WBW Sub-Committee 2006

Chairperson	Mdm Rebecca Chin	HP : 81211233
Vice Chairperson & PR	Mdm Oniatta Effendi	HP : 81137414
Committee Members	Mdm Nasyita Mohtar	
	Mdm Celia Lim	
	Mr Danny Chan	

Programme for **BreastFest – A Mini Family Carnival Celebrating Breastfeeding**

Time	Event
10:00	BreastFest Begins!
11:00 – 11:30	Arrival of Guest-of-Honour (GOH) Opening Address by President of BMSG Speech by GOH Launch of BREASTography
11:30 – 12 noon	Nurse In Style
12:00 – 14:00	Lunch@Moms
13:30 – 15:00	BreasTalk – A Forum on Breastfeeding
15:30 – 16:00	Results of Blog-on-BREAST and Prize Giving BMSG announces Lunch@Moms Record!
16:00	BreastFest Closes

About Us

The Breastfeeding Mother Support Group (Singapore), BMSG in short, aims to increase the incidence and duration of breastfeeding for the promotion of better health in Singapore by increasing the general public's awareness of the advantages of breastfeeding.

BMSG presents precise information about breastfeeding to expectant parents and offer medical personnel assistance with information and techniques to enable them to support breastfeeding mothers more effectively.

BMSG provides a counseling hotline and counseling via email correspondence to parents who are breastfeeding or planning to breastfeed their babies. We conduct informative workshops for our members and non-members on breastfeeding-related issues.

Our library has a collection of updated parenting and breastfeeding books that are reachable to our members. Our other services include the sale of breastfeeding products such as breastpumps in support for breastfeeding mothers who are returning to the workforce and members' get-together sessions.

BMSG Executive Committee 2006

President	Mdm Yap Tian Siew
Vice President	Mdm Haslinda Putri
Secretary	Mdm Alderline Wong
Treasurer	Mdm Ng Ai Lin
Publications Editor	Mdm Oniatta Effendi
Librarian	Mdm Nasyita Mohtar
Talks Coordinator	Mdm Normasrifah Yusoff
Membership Coordinator	Mdm Rebecca Chin
Committee Member	Mdm Kee Peck Yin
	Mdm Adeline Chew Goh Siew Ying