



Huddle Up Moms
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Dear Business Partner,

If you're reading this, chances are that you either are a mom, had a mom, know a mom, and likely love a mom in your life. Now, more than ever, *moms need your support!*

Huddle Up Moms is a newly formed Roanoke-based non-profit organization focused on educating, empowering, and connecting mothers to the resources they need most. We host in-person and online educational events, partner with local stakeholders and community organizations, and connect with mothers at every stage of their motherhood journey.

This August, Huddle Up Moms is teaming up with B.R.E.A.S.T. Roanoke to celebrate mothers and spread awareness around breast health and the power of breastfeeding. Did you know that 60% of mothers do not breastfeed for as long as they intend to? Many women cite unsupportive work policies and a lack of support from their community and cultural norms as reasons that they don't reach this goal.

Together, we can advance Roanoke toward greater community-wide support and show that Roanoke does in fact #SayYesToBreasts! Breastfeeding awareness is a global movement, advocating, promoting, celebrating, and normalizing breastfeeding in the Roanoke community.

You can show your support of local Roanoke moms by joining our Roanoke Say Yes to Breast campaign. After signing the attached letter of support, your business will be recognized on Huddle Up Mom's website and will receive a "Breastfeeding Welcome!" window cling to proudly display on your storefront! For online or home-based businesses, we are happy to provide this image in a digital format to be used on your website and social media pages. Participation in this campaign is possible through your generous \$20 donation to Huddle Up Moms and will be reinvested in future educational opportunities.

If you want to take your support of breastfeeding to the next level, we encourage all businesses to learn more about being a B.R.E.A.S.T. friend. This program engages local businesses and employers in actively supporting breastfeeding families in our area. The project consists of training local businesses on breastfeeding laws and how to support breastfeeding families. B.R.E.A.S.T. Friends also seeks to train employers what employee rights are for pumping when returning to work and providing the best environment necessary for both the mom and the business to be successful. You can learn more by visiting www.breastroanoke.org.

Won't you join us in helping local moms #SayYesToBreast by becoming our partner in this work?

Sincerely,

Huddle Up Moms

You Matter Too.
www.huddleupmoms.org