

# #GIVINGTUESDAY



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**Breastfeeding Resource Center Celebrates #GivingTuesday and Pledges to raise funds to support community**

Abington Nov. 27 – This #GivingTuesday, the Breastfeeding Resource Center will launch this season of giving by joining together with our online community to raise funds for local families and babies.

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's #GivingTuesday will take place on November 27<sup>th</sup> and will kick off the giving season by inspiring people to collaborate and give back.

Here at the BRC we know the power of community. Our mission is to help moms reach their breastfeeding goals, with sliding scale payments, access to expert IBCLCs, community counselors and free support groups.

“Breastfeeding can be very lonely, and a lot of our moms stay connected through social media,” said Executive Director Colette Acker, IBCLC. “So we are turning to our online community to raise funds for our unfunded support groups here at the BRC, where moms can get support in person and make breastfeeding less isolating.”

Founded in 2012 by the 92nd Street Y – a community and cultural center in New York City – #GivingTuesday inspired millions of people to give back and support the causes they believe in. Over \$300 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“We are incredibly inspired by the way the #GivingTuesday community has embraced this concept for a worldwide movement,” said Henry Timms, founder of #GivingTuesday and Executive Director of 92Y. “As we prepare for November 27, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in joining the Breastfeeding Resource Center's #GivingTuesday initiative can visit [www.brc4babies.com](http://www.brc4babies.com).

**About Breastfeeding Resource Center**

**The Breastfeeding Resource Center (BRC)** was established in 2003 by two International Board Certified Lactation Consultants. They envisioned a place where mothers could go if they were having difficulty with breastfeeding, planning to return to work while continuing their breastfeeding relationship, needing assistance in choosing the right products, or just needing some support and reassurance. They also imagined it being a valuable resource for healthcare professionals serving breastfeeding families. It was strongly felt that this center should be accessible to all families, regardless of economic means.