



## PRESS RELEASE

2<sup>nd</sup> December 2014

### **The Breastfeeding Network joins the UK's #GivingTuesday movement to boost giving**

The Breastfeeding Network has joined #GivingTuesday, a global day of giving, which encourages people and businesses to give their time, money or voice to charity for one day.

#GivingTuesday – December 2, 2014 - will provide a charitable antidote to the pre-Christmas consumer boom, falling directly after Black Friday and Cyber Monday. It will ask people to follow two of the big pre-Christmas shopping days with a day of doing good, asking them to do one simple charitable act on the day and it is hoped that #GivingTuesday in the UK will replicate the successes of the US, where they have seen a huge spike in donations on the day.

The Breastfeeding Network has joined #GivingTuesday to highlight the fantastic work our volunteers do throughout the year, supporting women, their babies and their families. We're asking our volunteers to share their stories about why they are involved with the Breastfeeding Network and what difference it makes to them and to the families they support. We're also asking them to share their #unselfie pics on social media to encourage others to donate to help us continue the work we do across the UK.

Shereen Fisher, CEO of The Breastfeeding Network said: "We are delighted to be part of #GivingTuesday for the first time this year – it's a great opportunity for us and many other organisations to demonstrate what an amazing impact volunteers have in their communities."

#GivingTuesday in the UK is led by the Charities Aid Foundation, with support from Blackbaud. Leaders from businesses, charities and the media have joined them to explore how they can boost donations to charity and volunteering and create a giving movement in the UK.

#GivingTuesday's partners include the National Union of Students, Breast Cancer Care, the NSPCC and the Cabinet Office and hundreds of corporate and charitable organisations have committed to participate in the initiative.

The campaign was launched in the US in 2012 by 92nd Street Y, in partnership with the United Nations Foundation and has since become a global movement, with Canada, Mexico, Israel, Australia, Singapore and Latin America all getting on board in 2013. Last year the campaign had 10,000 partners worldwide, with support from the White House, Kevin Bacon and Heidi Klum, among others.

John Low, Chief Executive of the Charities Aid Foundation, said: "We're really excited to be bringing #GivingTuesday to the UK and it is fantastic that so many brilliant businesses and charities are getting involved."

**The Breastfeeding Network PO Box 11126, Paisley PA2 8YB**  
**[www.breastfeedingnetwork.org.uk](http://www.breastfeedingnetwork.org.uk)**

**To talk to a Mum who knows about Breastfeeding call the National Breastfeeding Helpline 0300 100 0212**

*Calls to 0300 numbers cost no more than calls to UK numbers starting 01 and 02 and will be part of any inclusive minutes that apply to your provider and call package.*

The Breastfeeding Network is a Company Limited by Guarantee Registered in Scotland Company No. 330639  
Registered office Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow, G2 7HF  
The Breastfeeding Network is a Registered Scottish Charity No SC027007



"We're bringing #GivingTuesday to the UK to provide a contrast to the peak shopping days of Black Friday and Cyber Monday, to remind us that the spirit of the festive season should be about community and not just consumerism. We hope that we can capture the imagination of the British public and permanently establish a day in the calendar to celebrate giving and the fantastic work charities are doing all over the country."

Those who are interested in joining The Breastfeeding Network's #GivingTuesday initiative can visit [www.facebook.com/thebreastfeedingnetworkuk](http://www.facebook.com/thebreastfeedingnetworkuk) or @BfN\_UK on Twitter. For more details about the #GivingTuesday movement, visit #GivingTuesday website: [www.givingtuesday.org.uk](http://www.givingtuesday.org.uk), Facebook page or follow @givingtuesdayuk and the #GivingTuesday hashtag on Twitter.

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#### Information for Editors

The Breastfeeding Network is a Charity that supports families across the UK through peer support projects, drop-in centres, evidence-based information and other volunteer-led services.

The National Breastfeeding Helpline (NBH) is available 9.30am to 9.30pm every day for mums and families needing support on 0300 100 0212.

For further information please contact Shereen Fisher CEO, via her PA April Pardoe at [april.pardoe@breastfeedingnetwork.org.uk](mailto:april.pardoe@breastfeedingnetwork.org.uk) or visit our website [www.breastfeedingnetwork.org.uk](http://www.breastfeedingnetwork.org.uk)

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