

Press contact:
Lucy Fortin
Assistant Account Executive
Gregory FCA
27 West Athens Avenue
Ardmore, Pa. 19003
Main: 610-642-8253, ext. 154
Lucy@GregoryFCA.com

Company contact:
Jennifer Moyer
Vice President of Marketing
Lansinoh Laboratories, Inc.
333 North Fairfax St. Suite 400
Alexandria, Va. 22314
Main: 703-299-1100, ext. 460
JMoyer@Lansinoh.com

FOR IMMEDIATE RELEASE

Lansinoh Laboratories Donates \$10,000 to UNICEF for Haiti Earthquake Relief

Funds will be used to help save children's lives and support the people of Haiti

ALEXANDRIA, Va.—January 20, 2010—[Lansinoh Laboratories, Inc.](#), today announced it donated \$10,000 to [UNICEF](#) in support of the organization's disaster relief efforts in Haiti. UNICEF was chosen for its support of breastfeeding in emergency situations. It promotes the message that in times of disaster, mothers who breastfeed are able to give their infants clean, safe, sustainable food and water supply, and actively protect them from diseases and infections that often arise during the aftermath of natural disasters.

“Breastfeeding support is crucial right now for the people of Haiti,” says Gina Ciagne, Certified Lactation Counselor and Director, Breastfeeding and Consumer Relations with Lansinoh Laboratories. “Breastfeeding is a safe, sanitary, and reliable food source for the thousands of infants in danger. The devastation in Haiti calls for relief workers to support mothers in breastfeeding their babies, and protect them from disease and risk of malnourishment.”

UNICEF stated the following in a [press release](#) about breastfeeding as an emergency response:

- “Breastmilk is the ideal food for the healthy growth and development of children. It provides valuable protection from infections, which is all the more important in environments lacking adequate water supply and sanitation.”

- “Feeding breastmilk substitutes such as infant formula during emergencies offer no immune protection against diseases, and poses health risks because mothers have to depend on the quality and supply of formula, water and fuel for preparation and cleaning of feeding bottles.”
- “Mothers should also be aware that they can increase their milk supply and relactate after having stopped breastfeeding.”

“Our hearts go out to the tens of thousands of devastated Haitians,” says Gary R. Downing, CEO of Lansinoh. “We’re encouraging others to donate what they can to UNICEF and the Haiti disaster relief efforts. There is no better time to make a small sacrifice for those who are in need.”

To donate to UNICEF, visit <http://tinyurl.com/ya6kpzm>.

ABOUT LANSINOH LABORATORIES

Founded in 1984 by a breastfeeding mother, Lansinoh Laboratories, Inc., Alexandria, Va., is a global leader of premium products by and for breastfeeding mothers. The company's expanding product line is available in over 25,000 retail stores nationwide. The company is committed to developing new products through internal product development and selective acquisitions.

PRESS RESOURCES

Press contact: Lucy@GregoryFCA.com

RSS feed: <http://feeds2.feedburner.com/Lansinoh>

Web site: <http://www.lansinoh.com>

Blog: <http://bymomsformoms.net>