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FOR IMMEDIATE RELEASE

### **Lansinoh Family Welcomes New Blog**

*ByMomsForMoms is a resource for new and expectant mothers to get mom-to-mom support and expert education on breastfeeding and baby care*

**ALEXANDRIA, Va.—March 24, 2009**—A bundle of joy has arrived at the Web browser of every mom in America: [ByMomsForMoms](#), a new blog about breastfeeding and baby care for new and expectant mothers, sponsored by [Lansinoh Laboratories, Inc.](#) ByMomsForMoms will be a portal for mothers to share their baby and motherhood experiences, get advice and encouragement from lactation consultants about proper breastfeeding techniques, stay informed of new products and trends in baby care, and more.

“Throughout our 20 years in the breastfeeding and baby care industry, we’ve developed a library of knowledge and resources from leading lactation and pediatric experts about nursing, baby nutrition, and mom’s health,” says Gina Ciagne, CLC, Director of Breastfeeding and Consumer Relations at Lansinoh. “ByMomsForMoms is a contemporary way for us to spread this knowledge to nursing mothers around the country. This is our latest step in our ongoing effort to support mothers, following last year’s roll-out of our online community, [LansinohMoms.com](#), which provides peer support for breastfeeding moms.”

The blog will feature articles by and interviews with lactation experts, physicians, pediatricians, breastfeeding advocates, legal experts, real moms, and other people with an interest in supporting breastfeeding worldwide. For example, some of the initial posts will feature

- An interview with Stephanie Muir, the mother who organized the [virtual nurse-in](#) as part of the protest to fight Facebook's banning of breastfeeding photos.
- Coverage of some of the challenges breastfeeding mothers often face with latching on, breastfeeding in public, breastfeeding at work, pumping, storage, and more.
- An interview with Amy Spangler, MN, RN, IBCLC, and President of [Amy's Babies](#) that includes [BabyGooRoo.com](#), a company that develops breastfeeding education materials for parents and professionals.
- Profiles of breastfeeding moms across the country, with the tips they use to stay happy and healthy while nursing their bundles of joy.
- Related issues that affect all mothers, such as dealing with tough cases of diaper rash, sleeping challenges, and parent-baby bonding.
- Diet and nutrition for breastfeeding mothers.
- Top breastfeeding tips from certified lactation experts.

ByMomsForMoms will be going where the rubber meets the road, and talking to real mothers about things that matter to them. The growing portal of knowledge will blend decades of experience from mothers and experts with today's leading breastfeeding and childcare information.

For more information about Lansinoh or ByMomsForMoms, please contact

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## **ABOUT LANSINOH LABORATORIES**

Founded in 1984 by a breastfeeding mother, Lansinoh Laboratories, 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**

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

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

Blog: <http://bymomsformoms.net>

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