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For Immediate Release

**EMPLOYERS TO LEARN ABOUT THE BENEFITS OF SUPPORTING
BREASTFEEDING IN THE WORKPLACE THROUGH “BREASTFEEDING WORKS”
The First in a Series of Seminars for Employers Offered by
The Breastfeeding Task Force of Greater Los Angeles**

Los Angeles, CA (October 2, 2002) - - On October 2, 2002, the Breastfeeding Task Force of Greater Los Angeles will host a roundtable breakfast discussion for Los Angeles employers in order to educate them about the benefits of supporting breastfeeding in the workplace.

A new California law - AB 1025 - went into effect on January 1, 2002, requiring employers to provide time and space for breastfeeding employees to express (pump) breast milk during the workday. The Breastfeeding Task Force hopes to inform employers that implementing this law in a supportive manner would actually make their businesses more profitable.

“What many employers do not realize is that supporting breastfeeding is an inexpensive and extremely important employee benefit which could actually increase the business’ bottom line,” states Karen Peters, a member of the Breastfeeding Task Force who is the Project Director for “Breastfeeding Works”, the name that has been given to this educational effort. The October 2, 2002 seminar is proposed to be the first of many sessions offered for employers.

Participants slated to attend include: Eloise Jenks, MEd, RD, Executive Director, PHFE WIC Program; Jay Gordon, MD, FAAP, Member of the attending clinical and teaching faculty, UCLA Medical School; Chris Wade, MD, MPH, Director, Department of Preventative Medicine, Kaiser Permanente Medical center, Riverside; Carol Ko, MPH, RD, CLE, Regional Director of Care Management, West Coast Region, CIGNA HealthCare; and Theresa Antonelli, Director of Mattel Child Development Center, Mattel.

The Breastfeeding Task Force of Greater Los Angeles is a non-profit organization dedicated to educating the public about breastfeeding support and decreasing the societal barriers to breastfeeding. Many mothers fail to breastfeed or prematurely wean because of a perceived or actual lack of support from their employers. The Breastfeeding Works project will decrease those barriers by helping employers to realize the value of supporting breastfeeding working mothers.

The discussion on October 2, 2002 will take place at the Los Angeles Athletic Club in downtown Los Angeles from 8:30 am - 10:00 am. This seminar is by invitation only. Please contact Karen Peters of the Breastfeeding Task Force for more information at (213) 596-5776, or visit the website at www.BreastfeedingWorks.org.