



World Breastfeeding Week 2014 1 – 7 August – A Winning Goal for Life! 800km cycle ride – please sponsor me!

This year's World Breastfeeding Week will focus on how protecting, supporting and promoting breastfeeding can help achieve the 8 global Millennium Development Goals, set by governments and the United Nations in 1990, to fight poverty and promote healthy and sustainable development by 2015.

There is very little time left before this deadline. And a very long way to go.

As a cyclist, I won't be watching the World Cup! My goal instead is to raise money for three important projects that in different ways aim to help achieve those Millennium Development Goals through their work **protecting, supporting and promoting** breastfeeding –

- ♦ **Baby Milk Action** – www.babymilkaction.org – the UK member of IBFAN, working to protect babies from the effects of unethical marketing of breastmilk substitutes
- ♦ **The UK working group on World Breastfeeding Trends Initiative** – www.lcgb.org/wbtiuk - WBTi is a global initiative to track, assess and monitor the effectiveness of national infant feeding strategies. The UK working group aims to bring together stakeholders from the four UK countries to hold our government to account on what it is doing to protect, support and protect breastfeeding.
- ♦ **Mammas Breastfeeding Support Project, Leicester** – www.mammas.or.uk – Mammas is a self-funded community breastfeeding support project which provides mother-to-mother education, information and support among a multi-ethnic community, with many mothers who are new to the UK.

According to WHO, about 800,000 under-five deaths per year could be saved if all children 0–23 months were optimally breastfed.

I aim to cycle 800,000 metres - 500 miles - over the weeks from now until World Breastfeeding Week – in three one-off cycling 'marathons' – 200 miles on 4th/5th July, 100 miles on 13th July, and 200 miles on 16th/17th July. Photos and details will be uploaded onto the Leicester Mammas facebook page.

To sponsor me, please go to www.babymilkaction.org/shop

To find out more about the World Breastfeeding Week 2014 and the global Millennium Development Goals, go to www.worldbreastfeedingweek.org

Thank you!!! Sally Etheridge IBCLC – sallyjeth@hotmail.co.uk