

July 9, 2012 posted to the Volunteer's Chat by Patty Jacobs

Dearest Volunteers,

You've had the sneak preview...here's the real deal...

We are beyond thrilled to announce that Breastfeeding USA and the **Best for Babes Foundation®** have teamed up for celebrating National Breastfeeding Month. This year's World Breastfeeding Week theme — "Breastfeeding Support: Close to Mothers" is a perfect fit with our missions. We challenge you...and all of America to back breastfeeding mothers and join us for the first ever nationwide fitness challenge, [Team We've Got Your Back, Babe!](#) Let's sweat for the love of moms and babies to remove the barriers to breastfeeding and get families the support they deserve!

Both organizations believe that Americans are tired of seeing expecting and new moms bombarded by misinformation, receive poor care and advice, be humiliated and harassed, and be undermined by predatory marketing of human milk substitutes. How can **you** be a part of the solution to rid our nation of these barriers to breastfeeding? You already are by your tireless work every day to support the mission of Breastfeeding USA. But there's more....

Register for ***Team We've Got Your Back, Babe!*** (WGYBB) any time between now and August 31, and join participants all over America who are getting in gear for the love of moms and babies! We will raise funds and raise friends as we get fit in the process. We hope that all Chapters will participate and get a team going. You can even be a team of one or your partner, family and friends can be team members too. Tee shirts are provided for each person reaching a minimum target goal of \$200, from our event sponsor [Leading Lady](#), who are also providing free bras for all our Chapters.

Choose any fitness event you like...swim, bike, run, walk, golf, yoga, whatever...do it alone, or grab some friends to join with you and do it together as a team. Just be sure that your goal is met on or before October 31, 2013. Find out more about ***Team We've Got Your Back, Babe!*** **[here](#)**.

Email [gotyourback@breastfeedingusa](mailto:gotyourback@breastfeedingusa) with your questions or to set up a team.

Read the **[press release. Fitness Challenge to Back Breastfeeding](#)**

Together we can raise funds to support our mission. Together we can break down the barriers to breastfeeding. Together, we can sweat for the love of moms and babies.

In appreciation,

Ali Kulenkamp  
Gail Moak  
Patty Jacobs