

FOR IMMEDIATE RELEASE

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Date: November 18, 2016

**The New York Milk Bank Announces Opening
of a Milk Depot at Beautiful Birth Choices**

NEW YORK—Today the New York Milk Bank announced the opening of their 19th milk depot at Beautiful Birth Choices for mothers wishing to donate excess breast milk to be used to help save lives and improve health outcomes of vulnerable premature babies.

Julie Bouchet-Horwitz, FNP, IBCLC, founder and Executive Director of the New York Milk Bank said, “We are excited to have this depot open and operational so that the generous mothers who have contacted us can begin dropping off their excess breast milk in the Rochester area.” Bouchet-Horwitz added, “NYMB currently has 22 depot centers across New York State.”

The milk depot at Beautiful Birth Choices, located at 681 Winton Road N. in Rochester, NY, is currently accepting pre-screened and approved donated breast milk.

Julia Sittig and Christy Muscato, co-owners of Beautiful Birth Choices, both feel that this is a unique and unprecedented opportunity in the Rochester area. “We are thrilled to not only be a Milk Bank Depot, providing a local opportunity for moms in Rochester to donate valuable stores of breast milk, but also to be a statewide resource for NICUs and families in need. With the Neonatology Program at Strong Memorial Hospital right here in our own community, this is a need near and dear to our hearts.”

Research shows that human milk provides the best nutrition for babies. Human milk also protects infants from life-threatening infections, especially those who are premature or critically ill. When enough of a mother’s own milk is not available, doctors and health officials recommend pasteurized donor human milk as the next best option. The American Academy of Pediatrics recommends “exclusive breastfeeding for 6 months, continuing to 1 year or beyond.”

The quantity of dispensed donated human milk has tripled from 1.1 to 3.8 million ounces in the US since 2007 and is growing exponentially. Recently the New York Milk Bank was instrumental in helping move a stalled bill forward that will provide Medicaid reimbursement for donor milk for all infants < 1500 grams on January 1, 2017. This bill will greatly expand the usage of donor milk throughout New York State.

The New York Milk Bank is a member of the Human Milk Banking Association of North America (HMBANA) and is licensed by the New York State Department of Health. There are now 25 non-profit donor milk banks in North America, with another 6 banks in development.

The New York Milk Bank is supported by The New York City Department of Health, New York State Department of Health, New York Statewide Breastfeeding Coalition Inc., New York State Perinatal Association, New York Chapter of the American Academy of Pediatrics, and the

Human Milk Banking Association of North America. To learn more about the New York Milk Bank, please visit <http://www.nymilkbank.org>