

## DONATION & OUTREACH CENTER OPENING NEWS RELEASE TEMPLATE

Purpose of document: To inform the media of an opening and attempt to secure interviews/news coverage.

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### **MEDIA CONTACTS:**

Name of Media Contact

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Name of Organization

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### **TITLE: MOTHERS' MILK BANK OPENS DONATION & OUTREACH CENTER IN (CITY)**

**CITY NAME, state abbreviation - date (month, day, year)** – **(Hospital/Clinic name)** opened a human milk Donation and Outreach Center today, joining the network of Mothers' Milk Bank (MMB), a Colorado-based, nonprofit program benefiting women and babies nationwide. The Center is **(the first in the state, one of two in the state, etc.)**. **(city)**-area mothers with extra milk can make a difference in babies' lives by donating their excess milk to Mothers' Milk Bank.

Insert quote here from organization or hospital representative about the benefits the new Donation and Outreach Center will bring to the community, the opportunity for mothers to donate, etc.

**(Organization name)** will safely transport the milk donations to the Denver facility where it will be pasteurized and distributed to babies across the country whose mothers cannot supply sufficient milk for their needs. **(Hospital/Clinic name)** has used donor human milk for babies who need supplementation through this program for two years.

Women interested in giving the gift of human milk may fill out the donation screening form on MMB's website, [www.milkbankcolorado.org](http://www.milkbankcolorado.org), or call 303.869.1888.

For more information on MMB and its efforts to provide milk to babies who need it nationwide, visit [www.milkbankcolorado.org](http://www.milkbankcolorado.org).

### **About (Hospital/Clinic name)**

Copy about hospital's/clinic's background goes here. Keep this consistent throughout all media relations materials. See MMB's boilerplate below for reference.

### **About Mothers' Milk Bank**

A nonprofit program of Rocky Mountain Children's Health Foundation, Mothers' Milk Bank (MMB) collects, processes and provides human donor milk to babies across the country. Babies who receive the milk may be premature or have severe illnesses and need human milk to thrive. MMB consistently provides more milk to NICUs than any other nonprofit milk bank in North America and adheres to the strict guidelines of the Human Milk Banking Association of North America (HMBANA). For more information on MMB visit [www.milkbankcolorado.org](http://www.milkbankcolorado.org).