

MOTHERS' MILK BANK CALIFORNIA



MEDIA ADVISORY - October 16, 2024

Grand Opening of New Mothers' Milk Bank California Collection Center in Santa Cruz County Event to Raise Awareness for the Need for Human Milk Donors and Support for Local Families

WHO: [Mothers' Milk Bank California](#) and [RC Fam](#) proudly announce the grand opening of a new donor milk collection center in Watsonville located in Santa Cruz County.

WHAT: This kickoff event will bring together the local community to raise awareness about the critical need for donor human milk, which helps save the lives of premature and medically fragile infants. Attendees will enjoy a day of fun, education, and community engagement, with presentations, a tour of the center, Bingo, and a raffle. The goal of the event is to inspire community members to consider becoming breast milk donors and support families and babies in need.

WHEN: Saturday, October 19, 2024 – 1:00 PM to 4:00 PM

WHERE: Raíces y Cariño at [1205 Freedom Blvd Ste 3B, Watsonville, CA 95076](#)

EVENT HIGHLIGHTS:

- Presentations by Mothers' Milk Bank California & RC Fam: Learn about the life-saving impact of donor milk and how the new collection center will help support local families.
- Tour the New Collection Center: See firsthand how donor milk is collected and managed by the new collection center
- Community Resource Bingo & Raffle: Enjoy networking and learning more about our community's resources and participate in a raffle with exciting prizes, all while supporting a worthy cause.

WHY: The need for donor breast milk is greater than ever. Donor milk plays a vital role in supporting infants in Neonatal Intensive Care Units (NICUs) and families facing breastfeeding challenges. By opening this new collection center, we aim to increase milk donations from Santa Cruz County and surrounding areas to ensure that every baby who needs breast milk has access to it. This event is a chance for the community to come together and contribute to this life-saving mission.