

## FOR IMMEDIATE RELEASE

### Atlanta Moms Rally Response to TIME Headline: You Are Mom Enough

*Atlanta, Georgia - May 14, 2012* - In the wake of controversy over TIME magazine's cover photo of a woman breastfeeding her three year old, a group of Atlanta moms is planning a "feed-in" rally to demonstrate support for mothers of all feeding methods and parenting styles.

The organizers of the event, the Atlanta Mama Group, is a Facebook group founded by four mothers who met at a breastfeeding support meeting. Now almost 250 members strong, the group includes everything from extended breastfeeders to exclusive formula feeders. None of them were happy with the TIME photo's provocative headline, "Are You Mom Enough?" "It's an attention-seeking cover that sets women back," wrote one breastfeeding mother. "As if I didn't get enough disapproving looks," added a formula-feeding mom in disgust. And then Stephanie Madson, one of the founding members of the group, suggested a "feed-in": a rally similar to the "nurse-ins" that raise awareness about breastfeeding, but for all mothers, no matter how they feed their babies. "Let's show our support for each other, whether we're formula feeding babies or nursing preschoolers," she wrote on the group's wall. "We can inspire other moms and show them that the mommy wars don't have to own us."

The "You Are Mom Enough" rally will take place at Centennial Olympic Park on Sunday, May 20, from 11 am to 1 pm. Both mothers and fathers will attend and feed their children at the event. In addition to formula-fed babies and breastfeeding preschoolers, the group will include combination-fed babies and babies fed breast milk donated by other mothers in the group.

For more information, see the You Are Mom Enough event page ([www.organicbabyatlanta.com/you-are-mom-enough](http://www.organicbabyatlanta.com/you-are-mom-enough)) or contact Lisa Baker, [lisa@organicbabyatlanta.com](mailto:lisa@organicbabyatlanta.com)/678.982.0744, or Stephanie Madson, [stephanieamadson@gmail.com](mailto:stephanieamadson@gmail.com)/678.478.0647.

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