

# Media Release

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## **Special treatment for breastfeeding mums**

Mums attending next month's Te Matatini National Kapa Haka Festival will have a relaxing and comfortable area to feed their babies thanks to three colleagues at Te Kupenga Hauora in Tauranga.

The Kapa Haka Festival is being hosted by The Bay of Plenty for the first time in its 37 year history. The February 19-22 event is expected to attract more than 40,000 visitors to Baypark Stadium in Tauranga.

Although the main focus will be on breastfeeding, all mothers and babies will be welcome at Te Whare Ūkaipo.

"We want to promote the importance of breastfeeding for mums and babies, particularly exclusive breastfeeding for at least the first six months of baby's life," says Te Kupenga Hauora breastfeeding support project coordinator Chrissie Rolleston. "It's also a chance to remind people of the significance of whanau in supporting and encouraging mums to become successful breastfeeders with the least amount of stress and discomfort."

"With huge crowds due to attend the festival, we are confident the facility will be fully utilised. An added bonus will be an uninterrupted view of the Kapa Haka action via a live television feed from the main stage," says Te Manu Toroa health promoter and early years services hub coordinator Tracy Johnson.

Mums will be able to try out wahakura (flax bassinets), designed to support breastfeeding and to provide a safe sleeping space for baby.

Parents will find Te Whare Ūkaipo outside the main stadium near the Kai Ora Food Court area and will be shown as 'Parenting Room' on the festival site map.

"It's a positive initiative and we'd like to thank The Matatini Festival Committee for their support and the Health Sponsorship Council for Feeding our Futures sponsorship," says Maori SIDS (Sudden Infant Death Syndrome) communications manager Herena Te Wano.

For more information, contact Chrissie Rolleston at Te Kupenga Hauora on 07 571 0650 or email [chrissie.rolleston@tekupengahauora.org.nz](mailto:chrissie.rolleston@tekupengahauora.org.nz).



*Tracy Johnson (left) and Chrissie Rolleston are making sure that mums have somewhere relaxing and comfortable to breastfeed their babies at the Te Matatini Kapa Haka Festival being held in Tauranga in February.*

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