



JOINT NEWS RELEASE from the Shelby County Mayor's Office and FedExForum

NEWS RELEASE
OCTOBER 15, 2019

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RIBBON CUTTING TO BE HELD AT FEDEXFORUM FOR FIRST LACTATION POD IN WEST TENNESSEE

The installation at FedExForum aligns with the healthyShelby'19 campaign to support mothers and babies and promote breastfeeding.

Memphis, TN - Shelby County and FedExForum are excited to unveil the first ever Mamava Lactation Pod in West Tennessee. The pod was installed in FedExForum so mothers have a private space to feed their babies or express breast milk.

Mamava Lactation Pod Ribbon Cutting Event
FedExForum
Section 107A of Plaza Level
October 18 at 11 a.m.

“The Grizzlies and FedExForum are very pleased to work with Shelby County to help support breastfeeding mothers,” says Jason Wexler, Grizzlies Team President. “We believe that all mothers deserve a clean, comfortable, and dignified place to use a breast pump or breastfeed and we are excited to be able to offer that at FedExForum, as we continue to work to elevate all facets of the fan experience.”

“It is exciting to be able to support mothers and babies at FedExForum, one of our busiest attractions,” says Shelby County Commissioner Brandon Morrison. “Research shows that



breastfeeding is not only the healthiest option for infants, but actually saves on future health related costs for both mother and baby.”

“It takes a village to raise a baby,” says Shelby County Commissioner Tami Sawyer. “I am thrilled to support a lactation station at FedExForum so the women of Shelby County know we’re standing with them.”

“The best health initiatives are the ones that go out to where the people are,” says Shelby County Commissioner Reginald Milton, former Chairman of the Hospitals and Health Committee. “I am proud to see that we are able to make a difference for the thousands of Shelby County mothers who visit FedExForum every year.”

“Breastfeeding benefits the health of both mothers and infants,” says Health Department Director Dr. Alisa Haushalter. “The Shelby County Health Department encourages and supports breastfeeding through multiple interventions including breastfeeding peer counselors, lactation consultants, classes and support groups, educational materials, and breastfeeding telephone support services. This lactation station is yet one more way to promote breastfeeding in our community.”

“We are thrilled to see Shelby County and FedExForum work together on behalf of mothers in our community,” says Dr. Allison Stiles, Chair of the Shelby County Breastfeeding Coalition. “A quiet place to take a baby or to express milk means the world to Shelby County families. We are always looking for ways to support mothers and babies in their breastfeeding journeys.”

The pod will be available beginning October 23 during the Carrie Underwood concert at FedExForum. Mothers can access the pod by visiting a Guest Services desk for instructions and assistance.

Shelby County Commissioners voted on June 24th to approve the purchase of a Mamava Lactation Pod. This innovative way to support mothers and babies will serve as a pilot project. The Shelby County Health Department will consider other county assets for future installations of lactation pods as part of the healthyShelby’19 initiative.



ABOUT MAMAVA:

FedExForum will install the ADA version of the Mamava Lactation Pod. It is Mamava's largest freestanding lactation suite designed to provide breastfeeding women with a private space to pump or nurse at work or on the go. The pod allows for 60" turnaround and includes dual grab bars, a spacious bench, a fold-down table, and power outlets. Mamava ADA pods can be located and unlocked with the free Mamava app and proprietary Bluetooth-enabled SmartLock.

ABOUT FEDEXFORUM:

FedExForum has come to be known as one of the premier arenas in the NBA and in North America. It is home to the NBA's Memphis Grizzlies and the University of Memphis Tigers men's basketball team. In the time since FedExForum opened in 2004, the arena has presented 10 NBA playoff series, including the 2013 NBA Western Conference Finals, and hosted major basketball tournaments such as the 2009, 2014 and 2017 NCAA Regional Men's Basketball Tournaments. In addition, the venue has hosted chart-topping stars including Elton John, Garth Brooks, Miley Cyrus, Chainsmokers and more. The professional operation at FedExForum has resulted in it being named one of three finalists for the International Association of Venue Managers (IAVM) Venue Excellence Award in the category of arenas in July 2012. FedExForum has become synonymous with unprecedented "Fans First" service, a principle which helped lead the Grizzlies and FedExForum being ranked as the best overall professional sports franchise in North America in ESPN The Magazine's 2013 Ultimate Standings, a composite ranking of all 122 franchises across the four major professional sports in North America (MLB, NBA, NFL, NHL). For more information, visit FedExForum.com, like FedExForum on Facebook or follow [@FedExForum](https://twitter.com/FedExForum) on Twitter and Instagram.

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