

Infopress Group supports UNICEF Baby-Friendly Hospital Initiative

On May 10, 2008 UNICEF organized a fund raising event to support Baby-Friendly Hospital Initiative. Infopress Group, the regional leader in print industry, donated 5000 Euro in print services. This donation will be used to produce print materials for UNICEF programs.

The Baby-Friendly Hospital Initiative was launched by UNICEF in 1991 to ensure that all maternities become centres of breastfeeding support. Breastfeeding brings advantages that cannot be reproduced by any other means of feeding. The benefits of mother's milk are visible from the first moments after birth and last a lifetime. The bonding created between mother and child during breastfeeding is extremely powerful and one of the best results of breastfeeding promotion is the dramatic decrease of child abandonment in maternity hospitals.

This UNICEF event was broadcasted live on Romanian TVR1 national channel and TVR International. Hosted by Andrea Marin Banica, the UNICEF Goodwill Ambassador for Romania and Cristian Topescu, the 4 hour event reached audience peak and collected 250.000 euro donation. President Traian Basescu and Prime Minister Calin Popescu Tariceanu were present, as well as other personalities from Romanian political, economic and artistic life.