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FOR IMMEDIATE RELEASE

GRAND RAPIDS WELCOMES THE EXTENDED FAMILY OF THE 21<sup>ST</sup> CENTURY  
New Program to Serve Families of Newborns

MomsBloom, a new program in the Grand Rapids area providing post-partum support services to families of newborns, announces the official launch date of February 1, 2008.

For new parents, the challenges are numerous – recovery from birth; total responsibility for a tiny dependent newborn; sleeplessness; emotional adjustment; mastery of infant feeding and care; understanding of and adjustment to the unique personality of their baby; and household organization. While most new families have family and friends close by to provide support and assistance with these responsibilities, there are many families in the area who come from other parts of the state or country and do not have these supports in place.

Serving as the extended family for the 21<sup>st</sup> century, MomsBloom brings trained volunteers into the homes of these new families for 2-6 hours per week, to provide a variety of physical and emotional support services. Research has shown that increased social, emotional, and physical support after child birth helps to reduce incidents of child abuse and neglect, creates a stronger bond between mother and child, provides stability and support for the relationship between the mother and father, and helps to identify signs and symptoms of post-partum depression.

MomsBloom services are FREE and may include: non-judgmental support and companionship, promotion of parent-infant bonding, emotional and physical recovery from birth, newborn care, meal preparation and light household tasks, connection to community resources, infant feeding support, care for siblings, parent education, as well as soothing and coping skills. This program is open to all families in Kent County with an infant 0-3 months olds, regardless of income.

For more information about this program, to become a volunteer, or to refer a new parent to MomsBloom, please visit [www.momsbloom.org](http://www.momsbloom.org) or call 616-828-1021.

The mission of MomsBloom is to provide physical and emotional support for families in the childbearing years and to create a sense of community through education and mentorship regardless of race, income or family type.

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