



# SOCIAL MEDIA TOOLKIT: **BOOB CRUISE '24**

## **OUR MISSION**

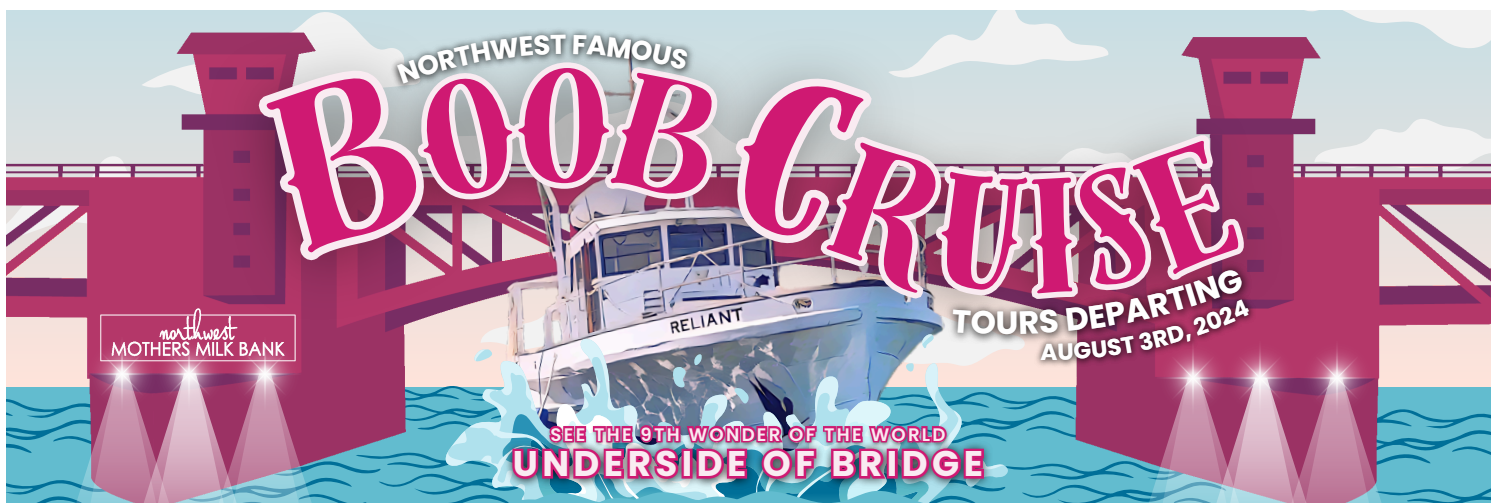
Welcome to the Northwest Mothers Milk Bank (NWMMB), the Pacific Northwest's sole non-profit milk bank dedicated to enhancing the health and survival of our region's most vulnerable infants.

At NWMMB, we passionately believe that every baby deserves access to human milk. Our mission is realized through the meticulous collection, pasteurization, and distribution of donor human milk, supported by comprehensive education, advocacy, and research initiatives.

## **WORLD BREASTFEEDING WEEK 2024**

Join us as we participate in World Breastfeeding Week, themed 'Closing the Gap', which underscores the critical importance of universal access to breastfeeding support for the survival, health, and wellbeing of infants. NWMMB is committed to raising essential funds to further this cause and support our community's breastfeeding journey.

## **BOOB CRUISE - FUNDRAISER**



Highlighting our commitment, NWMMB is excited to light Portland's Morrison Bridge in hues of pink and purple throughout World Breastfeeding Week (August 1st-7th)! On August 3rd at sunset, join us

for a dazzling display and an evening full of boob-loving camaraderie!

Attendees are encouraged to dress in hot pink to match the lights while sipping on signature cocktails, savoring gourmet charcuterie C-cups (see what we did there?), and diving into engaging games and fabulous raffle prizes. Plus, snag some exclusive boob-themed goodies! Cruise under the bridge lights for a scenic boat tour adventure—all in support of moms, families, boobs, and milk (Jungle Cruise could *never!*).

## **SOCIAL MEDIA HASHTAGS, POSTS, & COPY**

Our social media posts feature content aligned with the NWMMB BOOB CRUISE theme & tone, which you are welcome to use as-is or customize for your own social media platforms.

[\*\*DOWNLOAD MEDIA HERE\*\*](#)

For each post graphic, we have included proposed copy.

Each post is tailored to the specific platform(s) with relevant hashtags and word count limits considered for easy sharing on social media.

Please include the suggested hashtags/tags in your post, so we can find and share your posts to amplify our voices!

## BOOB CRUISE Instagram & Facebook Post

We're excited to share @NWMMB's World Breastfeeding Week fundraiser – the BOOB CRUISE! Set sail with them on August 3rd to experience:

- 🚢 A scenic cruise under the Morrison Bridge 🏠
- Fun games, raffle prizes, and amazing SWAG
- 🍹 Delicious custom cocktails
- 🍷 Charcuterie C-Cups (yes, you read that right!)
- 🍌 Endless boob puns to keep you laughing all night!

Put on your most festive attire (think hot pink, glitter safari) and join the cause in supporting breastfeeding and breastfeeding health! Your ticket will include a FREE drink and a night full of fun, but if cruising isn't your thing, please consider making a donation to support this wonderful cause 💪

Find your tickets at [donatemilk.org/events](https://donatemilk.org/events) 🚢

#NWMMB #NWMBC #NWMBBoobCruise  
#NWBoobCruise2024 #BoobCruise #WBW2024  
#WorldBreastfeedingWeek2024 #donate  
#breastfeeding #chestfeeding #babyfeeding  
#pdx #pnw #portland

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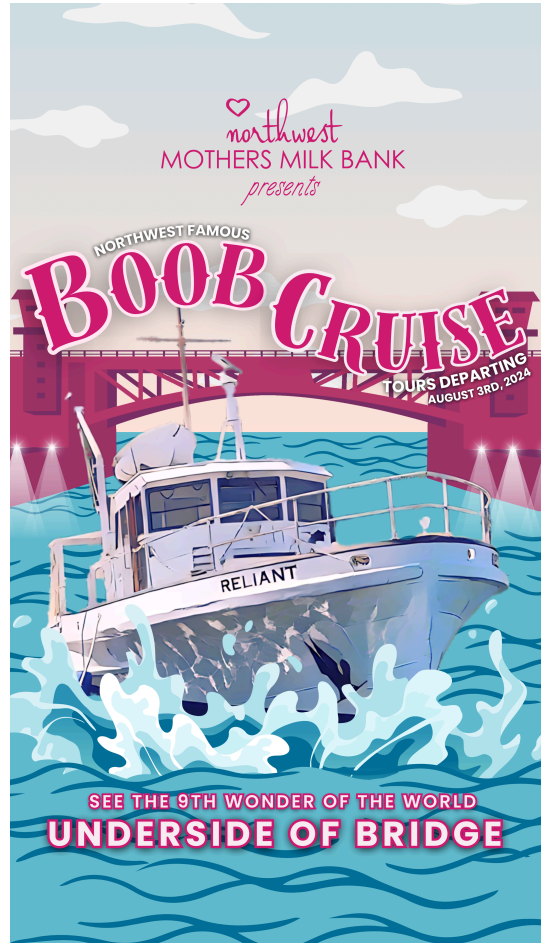


## BOOB CRUISE Instagram Story Post

[DOWNLOAD HERE](#)

Check out @NWMMB's World Breastfeeding Week fundraiser — the #NWMMBoobCruise!

Tickets available at [donatemilk.org/events](https://donatemilk.org/events) 🚢



### NWMMB HASHTAGS

#NWMMB #NWMMBC #NWBoobCruise  
#NWBoobCruise2024 #BoobCruise  
#WorldBreastfeedingWeek2024  
#WBW2024 #donate #breastfeeding  
#chestfeeding #babyfeeding #pdx  
#pnw #portland

### WORLD BREASTFEEDING WEEK HASHTAGS

#WBW2024 #WABA #ClosingTheGap  
#BreastfeedingSupportForAll  
#worldbreastfeedingweek2024  
#WarmChain #breastfeeding #SDGs  
#BuildingBackBetter

**THANK YOU FOR SUPPORTING NWMMB!**