

Half Moon Bay Review

hmbreview.com

Half Moon Bay, CA

Last updated on Wednesday, Oct 08, 2008 - 02:35:11 pm PDT

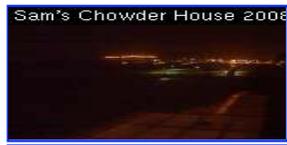


[Send Us Your photo!](#)

[Home](#) [News](#) [Opinion](#) [Sports](#) [Talkabout](#) [Obituaries](#) [Community](#) [Classifieds](#) [Calendar](#) [Archives](#) [About Us](#) [Ad Rates](#)

Search

LIVE HARBOR SAMCAM



[Click to view](#)

[Homepage](#) » [Community](#)

Bookstore promotes a natural way

Ink Spell Books takes part in national event promoting breastfeeding

By Stacy Trevenon [stacy@hmbreview.com]

Published/Last Modified on Wednesday, Oct 08, 2008 - 02:35:11 pm PDT

[Print this story](#) [Email this story](#) [Post A Comment](#) [Digg](#) [del.icio.us](#)

Ink Spell Books in Half Moon Bay will step out of the traditional bookstore role Saturday by becoming a part of a national event aimed at spotlighting breastfeeding as a healthy beginning for newborn babies.

Organizers hope that at 11 a.m. on Saturday morning, Oct. 11, mothers will pick up their infants and take part in "Breastfeeding Challenge 2008." The challenge, which will take place at 11 a.m. local time around the country, is to set a record for the most children breastfeeding simultaneously.

The effort is through the Quintessence Foundation, a British Columbia nonprofit that focuses on breastfeeding

education for health professionals and the public. The Breastfeeding Challenge is one of several community events undertaken by the foundation for the purpose of educating and supporting new mothers and young families. Other projects include a British Columbia women's milk bank, a baby-friendly network, conferences and educational events. Organizing the local event are Sara Russell and Chris Pritchard, Coastside doulas, or women who give nonmedical assistance to mothers during childbirth and in the postpartum stages. Pritchard, though, is also a nurse.

The Challenge is to "increase awareness of breastfeeding," said Pritchard. "We try to promote breastfeeding as the healthiest and best option for babies."

The two doulas selected Ink Spell as the site of the simultaneous breastfeeding by multiple mothers for a couple of reasons: The store building is large and comfortable, and not an unlikely setting for the informal, family bonding characteristic of breastfeeding.

"We're very child-friendly," said bookstore owner Cindi Whittemore. "This is nothing new for us."

She went on to add that the event will focus on breastfeeding as a natural part of life for baby and mother, and that the event will shun sensationalism.

"This is a celebration of family and breastfeeding as one of those things people feel should be done around here," she said. "We have people come in here and breastfeed all the time. "Sure, there may be some people uncomfortable with it, but it's a part of life.

"I'm not comfortable with people running around naked, but this is different. This is somebody feeding their child."

She noted that while she herself did not breastfeed her child, she "can see how other people would" make that choice.

Breastfeeding as an option is gaining popularity among women, said Pritchard.

"More and more women are feeling social pressure to breastfeed," she said. "Unfortunately, there are social mores around it that haven't caught up. People are feeling shy about it."

She added that women may feel more comfortable about breastfeeding when given positive examples.

"Ninety-nine percent of women can breastfeed successfully if they have an opportunity to observe women breastfeeding and learn from that," she said.

Ink Spell is located at 500 Purissima St. in Half Moon Bay. It can be reached at 726-6571.

[Print this story](#) [Email this story](#) [Post A Comment](#) [Digg](#) [del.icio.us](#)



A sign displayed on the door of Ink Spell Books in Half Moon Bay, as well as a number of other local businesses, proclaims that breastfeeding is not frowned upon in the store, which will participate in Saturday's Breastfeeding Challenge.

**Classifieds
are now
updated daily.**

Place an ad in the paper
and have it appear online
the same day.

Copyright © 2008 Half Moon Bay Review

Want to talk about this story? [Start a topic on Talkabout.](#)

Multimedia

Audio Slideshows

[Mavericks 2008](#)



[More Slideshows](#)

Photo Galleries



[More Photos](#)

Classifieds

[view all ads](#)

[Place an ad](#)

Jobs



[view all jobs](#)

Homes



[view all homes](#)

Autos



[view all autos](#)

Contact Us

[Send an email](#)
[Staff Directory](#)

Community

Waterworks

Ecuador is a study in contrasts, as a handful of Coastsiders from the Half Moon Bay Rotary Club found recently. The country includes soaring green Andes and coastal shrimp fields, brilliant tropical foliage and rutted dusty roads, impeccable homes and shacks of plywood slats through which chickens, pigs, toddlers and floodwaters meander. There is both succulent seafood and the terror of contaminated water.

[More community news](#)

Obituaries

:

[More obituaries](#)

For the Record

•

[More police logs](#)

Useful Links

- [City Hall](#)
- [Chamber of Commerce](#)
- [Weather](#)
- [HMB Police](#)
- [HMB Fire Department](#)
- [Fire Dispatch](#)
- [Library](#)
- [Parks and Recreation](#)
- [State Parks](#)
- [Traffic](#)
- [Devils Slide info](#)
- [Highway 92 info](#)
- [Half Moon Bay High School](#)
- [Cunha Intermediate](#)
- [Hatch Elementary](#)
- [El Granada Elementary](#)
- [Farallone View Elementary](#)
- [La Honda-Pescadero Unified School District](#)
- [South Coast Children's Services](#)
- [Puente Resource Center](#)
- [Senior Coastsiders](#)
- [Coastside Hope](#)
- [Granada Sanitary District](#)
- [Montara Sanitary District](#)
- [Sewer Authority Mid-Coastside](#)
- [MCTV schedule](#)

Reader Poll

To what degree has the economic crisis directly affected you so far? (5 being severely, 1 being unaffected)

- 5
- 4
- 3
- 2
- 1

Calendar

[View All Events](#)

[Submit Your Own Event](#)

Upcoming Events:

All Categories  Show

Weather

**Current
Weather**
for
Half Moon Bay



Clear
59

Powered by
AccuWeather.com
Your source for
the Best Weather
on the Web

[Home](#) | [News](#) | [Opinion](#) | [Sports](#) | [Talkabout](#) | [Obituaries](#) | [Community](#) | [Classifieds](#) | [Archives](#) | [About Us](#) | [Ad Rates](#) | [RSS](#)
[Subscribe](#) | [Privacy Policy](#) | [Terms of Service](#)

All Materials Copyright © 2008 Half Moon Bay Revieww