

Beyond Encouragement: Momcozy Calls for Breastfeeding Support That Works in Real Life

Healthcare professionals, mothers and the Royal Children's Hospital Foundation launched a permanent feeding and rest space with Momcozy's latest innovation.

SYDNEY, AUSTRALIA, August 7, 2026 /EINPresswire.com/ -- World Breastfeeding Week initiative brings together healthcare professionals, mothers and the Royal Children's Hospital Foundation, alongside a permanent feeding and rest space and Momcozy's latest breastfeeding innovations .

This World Breastfeeding Week, Momcozy, the Global No.1 Wearable Breast Pump Brand trusted by more than five million mothers worldwide, has launched Breathe & Breastfeed in Australia; a campaign calling for breastfeeding support that works in the realities of mothers' everyday lives.

“

Breastfeeding support is a shared responsibility - for better breastfeeding outcomes, we need to shift the question from 'What more should mothers do?' to 'What more should we build around them?'

Ellen Zhou, APAC Marketing Director of Momcozy



Representative from The Royal Children's Hospital Delivered speech of appreciation

The campaign came to life at Mums' Cozy Day on 7 August 2026 at The Royal Children's Hospital (RCH) Melbourne, held in partnership with the Royal Children's Hospital Foundation (RCHF). Bringing together healthcare professionals, mothers and maternal health voices, the event moved the breastfeeding conversation beyond what mothers should do to what families, healthcare providers, workplaces, communities and brands can do to better support them.

Importantly, that support will continue beyond World Breastfeeding Week. Through its partnership with RCHF, Momcozy is supporting the establishment of a permanent "Cozy for Mum" feeding and rest area at RCH, creating a

dedicated place for mothers visiting or caring for children at the hospital to breastfeed, express milk or rest.

For Momcozy, it is a practical expression of the principle behind Breathe & Breastfeed: if we want mothers to continue breastfeeding, the environments around them need to help make that possible.

Moving the Responsibility Beyond Mothers

Australia has high breastfeeding initiation rates, yet continuing can become more difficult as mothers experience physical discomfort, return to work, spend time away from their babies or simply try to fit feeding and pumping into everyday family life.

These are not challenges that encouragement alone can solve. At Mums' Cozy Day, Tracy Li, Registered Nurse and Clinical Specialist at the University of Sydney, joined maternal health content creator Jessie, Australian mothers and Momcozy representatives to discuss maternal wellbeing, pumping away from home, returning to work, physical comfort, changing feeding routines and when to seek professional support.

"There's no perfect routine in those early weeks. Mothers and babies are learning from each other, and that takes time," said Li. "If you have any concerns, don't hesitate to reach out for help. Support from a GP, midwife, maternal and child health nurse or other qualified health professional can make a real difference."

The discussion reflects Momcozy's wider Put Mum First mission, which places the mother's physical, practical and emotional needs alongside those of her baby.



From right to left: Momcozy Brand Representative Ms. Zhou, Midwife Bianca Burge, working mum and entrepreneur Jess Lewis, and content creator Tori Singleton during a panel discussion exploring breastfeeding, motherhood and the importance of creating a mor



A mother and her child explore Momcozy's product experience zone during the Breathe & Breastfeed event, where families had the opportunity to discover innovative breastfeeding and parenting solutions firsthand.

"For too long, breastfeeding success has been framed around what mothers should do; how long they should breastfeed, how often they should feed and how hard they should try to continue. But if we want better breastfeeding outcomes, we need to shift the question from 'What more should mothers do?' to 'What more should we build around them?'" said Ellen Zhou, APAC Marketing Director at Momcozy. "Breastfeeding support is a shared responsibility. Healthcare professionals provide trusted guidance, families and workplaces create the conditions for mothers to continue, and brands have a responsibility to design solutions around how mothers actually live. Progress will come when these parts work together, not when we simply ask more of mothers."

From Awareness to Something Mothers Can Use



Guests, speakers and the Momcozy team gather at the Breathe & Breastfeed event, bringing together Australia's parenting community to champion breastfeeding support, maternal wellbeing and meaningful conversations during World Breastfeeding Month.

For a mother spending hours at a hospital with a sick child, finding somewhere appropriate to breastfeed, pump or simply rest should not become another challenge.

The planned Cozy for Mum space at RCH is intended to meet that practical need. Unlike a temporary World Breastfeeding Week activation, the dedicated area will remain as an ongoing resource for mothers and families visiting the hospital.

The initiative represents Momcozy's broader ambition for Breathe & Breastfeed in Australia: combining professional education and community support with tangible changes to the environments in which breastfeeding happens.

It also reflects a growing focus by the brand on Australia. Since its founding in 2018, Momcozy has developed from a wearable breast pump specialist into a maternal and baby care brand supporting mothers from pregnancy through postpartum and beyond.

Innovation Designed Around Mothers' Real Lives

That same approach is shaping Momcozy's breastfeeding technology.

At Mums' Cozy Day, mothers experienced Momcozy's breastfeeding ecosystem, including the M5 Smart Wearable Breast Pump and Air 1 Ultra-Slim Wearable Breast Pump, alongside an exclusive preview of a new breastfeeding innovation created for the Australian market, the [Momcozy](#)

Wellness 1 Warm-Massage Wearable Breast Pump.

The innovations are designed around a simple principle: breastfeeding technology should adapt to mothers' lives, rather than requiring mothers to organise their lives around pumping.

Wearable pumping can provide greater flexibility when expressing at home, at work or away from a baby. But Momcozy believes technology is only one part of effective breastfeeding support.

A breast pump cannot replace professional healthcare guidance. Technology cannot create a supportive workplace. And encouragement alone cannot remove the physical and environmental barriers mothers encounter.

Real support requires these elements to work together.

What Remains After World Breastfeeding Week?

Breastfeeding journeys rarely follow one path. Some mothers breastfeed directly, some express milk, some combine breast and bottle feeding, and plans can change as health, work, milk supply and family circumstances change.

Breathe & Breastfeed is therefore not about creating another measure mothers are expected to meet. It is about creating better conditions around them.

At The Royal Children's Hospital, that will mean a permanent space where mothers can feed, pump and rest. Through healthcare professionals and maternal health voices, it means helping families access credible guidance. Through continued innovation, it means designing breastfeeding solutions around the realities of mothers' lives.

World Breastfeeding Week creates an important moment to talk about breastfeeding. For Momcozy, the greater measure of progress is what remains for mothers after the week is over.

About the Royal Children's Hospital Foundation

The Royal Children's Hospital Foundation is the fundraising arm of The Royal Children's Hospital. It raises, manages and distributes funds to support the RCH and its campus partners in advancing paediatric healthcare, research and programs that go beyond the hospital's standard operating services.

About Breathe & Breastfeed

Breathe & Breastfeed is Momcozy's World Breastfeeding Week 2026 initiative, guided by its Put Mum First mission and commitment to practical, informed and judgement-free breastfeeding support.

In Australia, the campaign includes Mums' Cozy Day at The Royal Children's Hospital Melbourne, healthcare professional and community engagement, breastfeeding education and Momcozy's contribution towards a permanent feeding and rest area for mothers at RCH.

About Momcozy

Since its founding in 2018, Momcozy, the Global No.1 Wearable Breast Pump Brand*, has emerged as a leader in femtech, developing products that support mothers and babies from pregnancy through postpartum and beyond.

Guided by its Put Mum First mission, Momcozy develops wearable breast pumps, nursing products and maternal care solutions around the needs of modern mothers. The brand is trusted by more than five million mothers across 60 countries, with products available through Momcozy and major retailers including Babylist, Walmart, Target and Amazon.

*Based on global market share for wearable breast pumps, Grand View Research, 2024.

Lee Tze Hui

momcozy

+60 11-6812 8544

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932448525>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.