



November 20, 2003

Peggy Conlon
President and Chief Operating Officer
Ad Council
261 Madison Ave, 11th floor
New York, NY 10016

Dear Ms. Conlon,

The United States Breastfeeding Committee would like to commend The Advertising Council for its bold and innovative efforts in developing a national advertising campaign to promote breastfeeding as a health behavior that supports wellness and prevents disease. We are aware of the controversy this campaign has generated and subsequent actions to minimize the effectiveness of the campaign strategy.

Please know that you have the full support of the United States Breastfeeding Committee. We are eagerly anticipating the launch of this campaign and stand ready to assist and support you in any manner possible to address the opposition and augment efforts to improve the health of the nation.

Sincerely,

Amy K. Spangler, RN, MN, IBCLC
Chair

United States Breastfeeding Committee
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