

Club de Presse Suisse

On Friday 16 May, 11am, IBFAN will present evidence on how companies continue to violate the International Code of Marketing of Breastmilk Substitutes.

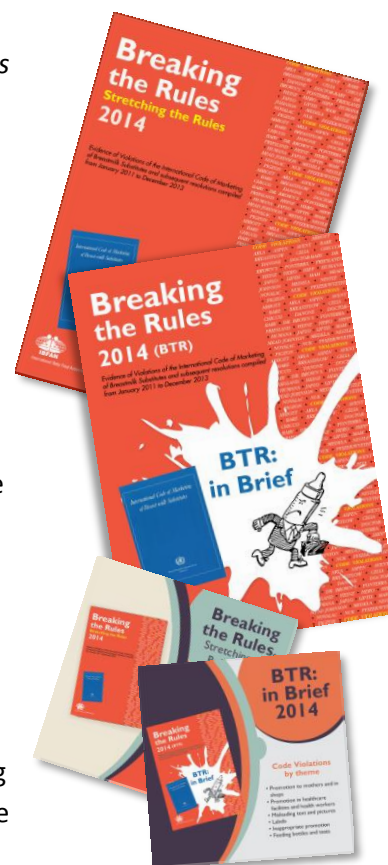
The press conference is the official launch of **Breaking the Rules 2014**, a monitoring report which covers 27 companies with 813 violations in 81 countries. It names and shames those companies and blames them for competing with breastfeeding and thus increasing mortality and morbidity among infants and young children



Annelies Allain, Director of the International Code Documentation Centre (IBFAN Penang, Malaysia), will give an overview of the marketing strategies for the past 3 years.



Mike Brady, Company Campaigns and Networking Coordinator, Baby Milk Action, UK, will discuss the new initiatives to put pressure on the 2 biggest manufacturers: Nestle and Danone.



Contacts: ICDC-IBFAN, Penang, code@ibfan-icdc.org; GIFA-IBFAN, Genève, Tel. +41227989164, Lida Lhotska <lida.lhotska@gifa.org>; UK BMA: Mike Brady mikebradybmac@mac.com +44 7986 736 179

*Reports and CDs will be made available. They are in English. There will be a 2-page Press release.
(Communiquée de presse en français également- Annelies est bi-lingue)*

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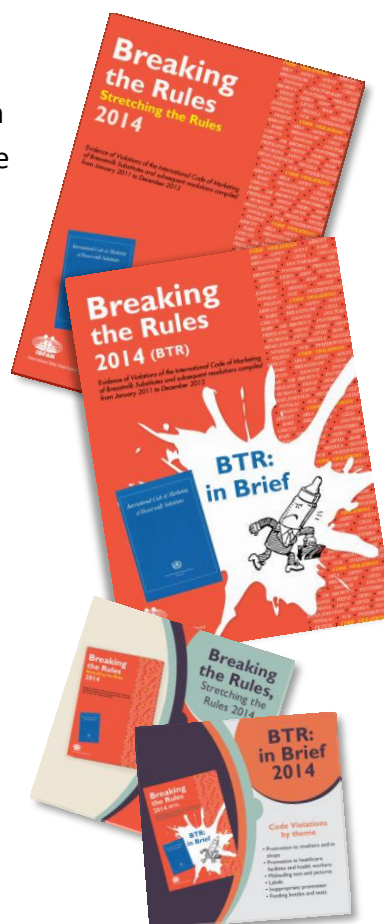
Vendredi, 16 mai, 11h, deux représentants IBFAN discuteront les preuves de violations du Code International de commercialisation de substituts du lait maternel. Un énorme rapport illustré montre des exemples de la façon dont 27 firmes font concurrence à l'allaitement dans quelques 80 pays et contribuent ainsi à la mortalité infantile.



Annelies Allain, Directeur du Centre International de Documentation du Code (ICDC-IBFAN Penang, Malaisie), donnera un aperçu des tactiques récentes de marketing.



Mike Brady, Coordinateur du Boycott Nestlé et de la nouvelle campagne **DanoNO**, Baby Milk Action, UK, présentera des initiatives populaires pour dénoncer les plus grandes firmes coupables des violations du Code: Nestlé et Danone.



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