



## Saira Khan Joins NCT as Breastfeeding Ambassador

### "The Breastfeeding Apprentice"

NCT press release  
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As Breastfeeding Awareness Week 2009 approaches (10-17 May) NCT's network of UK branches are calling shops, cafes and leisure facilities to do everything they can to let local breastfeeding mums know they are welcome.

To support this push, NCT, the UK's leading parenting charity, Saira Khan, mum, entrepreneur, television presenter and runner up in the BBC's Apprentice series one has signed up to be NCT's ambassador for breastfeeding.

Nine out of ten mothers stop breastfeeding before they want to. The NCT, the UK's leading parenting charity, wants to see Government policies that support women to breastfeed for as long as they want to, including making it easier and more acceptable to breastfeed when out and about or when they return to work.

Saira Khan says: "I am delighted to be the NCT's breastfeeding ambassador. I am a great believer in breastfeeding and fed my little boy Zacariah for 6 months. It wasn't easy at first but I was determined to stick with it, I am so glad that I did because for me it has been so rewarding and fulfilling. I actually missed it when I stopped. I am promoting breastfeeding because I want other mothers to experience the joy and fulfilment that I did and to give it a go."

Saira Khan combines caring for Zacariah with a busy media schedule and her own baby skincare company. As a working mum, Saira would interrupt her busy schedule of meetings and filming to breastfeed Zacariah and counts herself lucky to have been able to do so. She fully supports NCT's call for flexible employment practices to facilitate breastfeeding or expressing breaks during the working day.

Anne Fox, Head of Campaigns & Public Policy, NCT, says; “We’re very pleased to have Saira on board to help the NCT promote breastfeeding. She is a great example to modern mums on how to combine breastfeeding with a busy working schedule.”

The NCT wants all parents to feel supported in their decision regarding how they feed their baby. We know that breastfeeding provides babies with the healthiest possible start in life in terms of growth and development and is a natural and sustainable way to feed a baby.

Saira joins our other celebrity ambassador, Davina McCall. Davina McCall, TV presenter, is the NCT’s home birth ambassador. Davina has had three home births.

Davina said: “I was lucky enough to talk to a good friend when I was expecting my first baby. She talked about birth in such glowing terms that I thought how lovely it sounded so I decided home birth was right for me. My labour and births were very straightforward and really really amazing. Having choices is so important. Whatever your choice is, it’s the right one for you.”

The NCT is the UK’s leading charity on pregnancy, birth and early parenthood – we’re with parents all the way from bump to baby. Each year we support thousands of parents through a life-changing experience, offering expert information and trusted practical and emotional support.

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For further information please contact NCT press office on 020 8752 2404 or email [press@nct.org.uk](mailto:press@nct.org.uk) – the NCT has ISDN line – please call press office first to book. Notes to Editors:

- The NCT is the UK’s leading charity on pregnancy, birth and early parenthood – we’re with parents all the way from bump to baby. Each year we support thousands of parents through a life-changing experience, offering expert information and trusted practical and emotional support through our network of 300 local branches, helplines, antenatal and early days courses, breastfeeding counselling and peer support schemes. For more information visit [www.nct.org.uk](http://www.nct.org.uk) or call 0300 330 0770.
- The NCT is a member of the Breastfeeding Manifesto Coalition [www.breastfeedingmanifesto.org.uk](http://www.breastfeedingmanifesto.org.uk)