



# LaunchNY

## News Release

**FOR IMMEDIATE RELEASE**  
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### **Launch NY Client is Impacting Community in Unexpected Ways**

*Upstate New York, December 8, 2015* - - When nursing mothers travel through New York state airports, they will soon have a remedy that will make traveling easier. Rachel's Remedies, a Launch NY client company who has found a new way to treat and relieve breastfeeding conditions, has been at the forefront of a solution that all traveling mothers who are breastfeeding can appreciate.

Rachel Jackson, President and Founder of Rachel's Remedies, was troubled by the many traveling mothers who stopped breastfeeding or became sick (as do their babies) due to having to nurse or pump in bathrooms and other unsanitary locations - or not being able to nurse at all. Through Launch NY, Jackson was introduced to New York State Senator Tim Kennedy who has proposed legislation that - if passed - would require all airports in NYS to construct or provide a lactation room for nursing mothers. "I have received so many email messages from women telling me their horrible travel stories, and that so many had quit breastfeeding because it was too hard without a private place to pump, and thanking me," Jackson said.

Rachel Jackson invented Rachel's Remedy when she realized there were no products available to nursing mothers to treat breastfeeding ailments effectively. "I created this product when I was a nursing mother. I realized there were no products available to nursing mothers that provide breast pain relief without sacrificing mobility and the ability to keep clothes dry and comfortable," Rachel Jackson, said, "Having free range of motion is perfect for traveling moms as it allows them to navigate airports along with carry-on baggage with ease."

Launch NY, a nonprofit Venture Development Organization that identifies, supports and invests in high-growth, high impact companies, has assisted Rachel's Remedies with her new business venture and helped her gain visibility. "Launch NY has provided me invaluable mentoring services that have helped me develop my product and get into the market very quickly. Connecting me in ways that make a difference for traveling women trying to nurse their children is yet another benefit. Launch NY featured my company at a roundtable with federal and state officials including NYS Senator Kennedy, which led to this terrific legislation impacting nursing mothers," said Jackson.

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Marnie LaVigne, President and CEO of Launch NY, explains, “We are honored to help build good businesses in Upstate New York, and Rachel is a perfect example of how supporting our entrepreneurs is also helping our community leaders make people’s lives better.”

People who are passionate about the Upstate NY region can engage with Launch NY’s Facebook page, and potential “givers” can donate to the campaign on GiveGab’s website <https://www.givegab.com/nonprofits/launch-ny/campaigns/launch-ny>.

To view Launch NY’s short documentary visit their Facebook Page: <http://www.facebook.com/launchny>

The documentary is also available for embedding on their YouTube page: <https://www.youtube.com/watch?v=DGGfv71uZFE>

### **About Launch New York**

The mission of Launch New York, Inc. (Launch NY) is to identify, support and invest in high growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising Upstate New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development activities and uses best practices, proven activities of experienced business mentoring, and seed capital investing in order to create venture capital-ready (deal-ready) companies which have the promise to create significant economic wealth and jobs for our region. (For more information, see [www.launchny.org](http://www.launchny.org)). Launch NY was formed as a result of a collaboration between stakeholders and regional economic development leaders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 400 companies comprising more than 1,000 jobs since starting operations in 2012.

### **About Rachel’s Remedies**

Rachel’s Remedy is a brand new way to treat and relieve breast feeding conditions. The only FDA cleared, moist heat or cooling therapy for nursing moms, Rachel’s Remedy slips easily into a bra for treatment on the go for relief of clogged ducts, mastitis, milk blisters, blebs and engorgement. Rachel’s Remedy can also help prevent mastitis, encourage let-down and helps increase milk flow. Rachel’s Remedies can be found on the web at [www.rachelsremedy.com](http://www.rachelsremedy.com)

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