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Boston 10K for Women, Presented by REI Co-op Announces New Sponsorship with Reliable Maternity *The Official Breast Pump Partner to have Race Day Lactation Station*

Boston, MA - Conventures, Inc. today proudly announced that Reliable Maternity will become the official Breast Pump Partner of the 46th running of the Boston 10K for Women, presented by REI Co-op. Scheduled for Saturday, October 8, the largest all-women's sporting event in New England will bring nearly 4,000 women to Boston Common for a day of running and wellness.

As the official Breast Pump Partner of the race, Reliable Maternity will have an on-site tent for lactating individuals to use before and after the event. As a leading distributor of maternity products, Reliable Maternity recognizes the importance of having a private space to express milk, especially on the morning of a big race.

"We are thrilled to become an official partner with the Boston 10K for Women, and even happier to provide our lactating runners with a safe and comfortable area from which they can pump, or nurse their babies on race day," said Lisa Falkson, Certified Lactation Counselor and Director of Health & Wellness for Reliable Maternity. "We can't wait to meet all of the runners this October."

The race brings girls and women from nearly 50 states to the Boston Common for a morning of wellness and racing, with participants hailing from all backgrounds and abilities. "As a mother of six and race director of this event for 45 years, this partnership is something of which we're especially proud," said race founder and director, Dusty Rhodes. "We're excited to have a space at our event where moms can express their milk comfortably."

The Boston 10K for Women is the second longest-running all-women's race in the world, and since 1977 has attracted a world-class field of elite runners, while mothers, daughters, sisters, and friends celebrate women's strength, speed, and solidarity. The event features hours of pre-race and post-race athletic and wellness programming to complement the flat and fast 6.2-mile course through Boston's Back Bay. The 2022 race marks the second year that REI has served as its presenting sponsor, and race registration is now open at www.boston10kforwomen.org.

About Boston 10K for Women

Established in 1977 as the Bonne Bell Mini Marathon, the Boston 10K for Women is the longest-running all-women's sporting event in New England. With thousands of runners and spectators each year, it is New England's largest all-women's road race, and has been organized every year by Conventures, Inc. The race features a flat out-and-back course through Boston's Back Bay neighborhood and scenic stretches of Memorial Drive in Cambridge. More than 186,000 women have raced in the event since its inception. For more information on the race please visit www.boston10kforwomen.com.

Boston **10K** for **WOMEN**



About Reliable Maternity

Reliable Maternity is a part of the Reliable family of healthcare solutions, which includes Reliable Respiratory, Reliable Diabetes Care and Reliable Urology Care. At Reliable Maternity, our certified lactation counselors are well versed on a wide range of breast pump styles, maternity supplies, and other health & wellness products. We are here to support individuals through their lactation journey. Based in Norwood, MA, we are one of the leading, independently owned, providers of specialty medical equipment and home respiratory supplies in the United States. We service New England with knowledgeable specialists to provide equipment and education directly to our patients in their own homes. The health and happiness of our customers is our top priority.

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