



Mamava Lactation Suites Arrive at Detroit's Cobo Center in Time for The North American International Auto Show

Cobo Center Installs Mamava Lactation Suites to Support Families

Detroit, MI – January 9, 2018 – In partnership with Detroit's Cobo Center, Mamava announces the arrival of two Mamava lactation suites to the convention center in time for the start of the North American International Auto Show running from January 13th – 28th. The installation of two Mamava suites signals both Cobo Center and the NAIAS's commitment to sustainability and families with young children working at and attending the show, providing them with a clean, dignified and private space to pump or feed and care for young children.

Claude Molinari, general manager of SMG/Cobo Center, confirms that the installation of the Mamava suite are part of Cobo's mission to incorporate sustainability in all facets of facility operations. "We understand the importance of supporting families and our goal with the Mamava Suites is to provide the best accommodations available for parents, whether they are employees or visitors to the facility," says Molinari. "This effort improves the entire Detroit community and sends a positive message to all visitors that arrive from around the world – that Cobo Center supports sustainability."

Created by Mamava, experts in lactation space design, the suites are self-contained, mobile pods with comfortable benches, a fold-down table, an electrical outlet for plugging in a breast pump, and a door that can be locked for privacy. The 4-foot by 8-foot pod is meant for individual use, but can fit more than one person, as well as mothers and fathers with babies and other children in tow.

"We want the auto show to be a great experience for all attendees," said Ryan LaFontaine, 2018 NAIAS Chairman. "For a breastfeeding mother in need, the Mamava suite will be a welcome addition to the show."

The first Mamava suite is located on level 2, in the main concourse, next to the Information Booth for the Center. The second suite is located on level 3, just a few steps from the main Cobo Center offices.

"We're thrilled to support families at the North American Auto Show," said Sascha Mayer, Co-founder and CEO of Mamava. "We believe that all parents deserve a clean, comfortable and dignified place to care for their children - anywhere, anytime. Mamava pods provide flexibility for facilities and easy access for mothers and fathers."

About Mamava

Based in Burlington, VT, Mamava is the expert in lactation space design, thoughtfully designing solutions for breastfeeding moms on the go. With both analog and digital products, Mamava products celebrate and support the 21st century breastfeeding mama. Mamava is mama-owned, made in America, and a proud member of the B Corp community. The Mamava app, free for [iOS](#) and [Android](#), helps moms find pumping and breastfeeding friendly locations on-the-go, unlock Mamava suites through the proprietary Mamava Smart Lock, and find useful breastfeeding content. For more information, visit www.mamava.com.

About Cobo Center

With 723,000 square feet of exhibit space, Cobo Center boasts one of the largest contiguous exhibit floor spaces in North America and is the 19th largest convention center in the country. The 40,000 square-foot Grand Riverview Ballroom has a stage lift and more than 100 meeting and banquet rooms comprise 225,000 square feet meeting space. These are exciting times for Cobo Center. The Detroit Regional Convention Authority (DRCFA) has recently completed a \$279 million upgrade that transformed Cobo into a state-of-the-art facility that will be enjoyed for years to come. It includes 8,000 square-foot kitchen with tasting room. The DRCFA is a partnership between the City of Detroit, the State of Michigan, and the counties of Wayne, Oakland and Macomb. It reflects southeast Michigan's commitment to Cobo Center's future and its clients. Visit online at <http://www.cobocenter.com/>.

About the North American International Auto Show

Now in its 30th year as an international event, the NAIAS is among the most prestigious auto shows in the world, providing unparalleled access to the automotive products, technologies, people and ideas that matter most – up close and in one place. Administered by executive director Rod Alberts, the NAIAS is one of the largest media events in North America, and the only auto show in the United States to earn an annual distinguished sanction of the Organisation Internationale des Constructeurs d'Automobiles, the Paris-based alliance of automotive trade associations and manufacturers from around the world. For more information, visit naias.com. Follow them on [Twitter](#), [Facebook](#) and [Instagram](#) for highlights and updates. **2018 North American International Auto Show Dates:** The Gallery: Jan. 13, AutoMobili-D: Jan. 14-21, Press Preview: Jan. 14-16, Industry Preview: Jan. 17-18, Charity Preview: Jan. 19, Public Show: Jan. 20-28.

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