

Challenge Kicks Off

World Breastfeeding Week

Breastfeeding mothers and babies are invited to participate in the **Quintessence Breastfeeding Challenge on Saturday, September 30, 2006**. The event will be held at the Brockville and Area YMCA at 345 Park Street, Brockville, beginning at 10:30 am. In addition to raising awareness about the benefits of breastfeeding, participants can find out about local breastfeeding resources, win door prizes, enjoy refreshments, and have their questions answered by representatives of the Lanark, Leeds and Grenville Health Unit and La Leche League Canada.

At 11:00 am on September 30, mothers and babies at sites across Canada and the United States will compete to set the record for the most babies breastfeeding at one time. The winners of the competition will be the region (province or territory or state) with the most babies participating as a percentage of the birth rate. To level the playing field between large and small, each site will be entered into one of four groups determined by birth rate. This event takes place as part of the celebration of World Breastfeeding Week in Canada. It is sponsored by the Quintessence Foundation, a non-profit group providing education to parents and professionals about breastfeeding.

World Breastfeeding Week in Canada is celebrated October 1-7, and the theme this year is “Code Watch: 25 Years of Protecting Breastfeeding.” It honours the 25th anniversary of the signing of the “International Code of Marketing of Breastmilk Substitutes” by the World Health Assembly and many member countries, including Canada. For more information about the Breastfeeding Challenge, please contact Julie Larose, 613-925-0067, or visit the website: www.babyfriendly.ca.