

# Health Unit Media Release

Date: September 21, 2012



## Challenge Kicks Off World Breastfeeding Week

**Breastfeeding mothers and babies are invited to participate in the Quintessence Breastfeeding Challenge on Saturday, September 29, 2012** The event will be held at the Brockville OEYC, 166 Pearl Street E, Brockville, beginning at 10:00 am. In addition to raising awareness about the benefits of breastfeeding, participants can find out about local breastfeeding and Health Unit resources, win door prizes, enjoy refreshments, and have their questions answered by an accredited La Leche League Canada breastfeeding support Leader. During the event, the OEYC will have Play & Learn and StoryTime available for families. After the event, all are welcome to join the LLLC Brockville Group picnic, 11:30-12:30.

At 11:00 am on September 29, mothers and babies at sites across Canada and the world will gather to celebrate breastfeeding as part of World Breastfeeding Week in Canada. The Quintessence Breastfeeding Challenge began in 2001 in British Columbia Canada with 856 children at 26 sites. By 2010, there were 4,373 children in eighteen countries at over 213 sites with a total of over 20,000 supporters.

World Breastfeeding Week in Canada is celebrated October 1-7 every year. The global theme, as set by the World Alliance for Breastfeeding Action (WABA) is: "Understanding the Past - Planning the Future: Celebrating 10 years of WHO / UNICEF's Global Strategy for Infant and Young Child Feeding." For more information about the Breastfeeding Challenge, please contact Julie Larose, 613-925-0067, or visit the website: [www.babyfriendly.ca](http://www.babyfriendly.ca).

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### Contact

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