



County of Yolo

HEALTH DEPARTMENT

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FOR IMMEDIATE RELEASE

October 13, 2008

MEDIA ADVISORY

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WHAT: Breastfeeding Walk
Thousands of moms and babies walk in local communities throughout the State of California to increase awareness of the need to support breastfeeding moms in the home, community and workplace.

WHERE: Yolo County Health Department
Herbert Bauer Building
137 N. Cottonwood St.
Woodland, CA 95695

WHEN: Wednesday October 15, 2008 at 12:30 p.m.

WHO: Moms, babies and children, and healthcare providers. Organized and supported by the Yolo County Community Breastfeeding Coalition; California Department of Public Health WIC Program and Maternal, Child, Adolescent Health Program; California WIC Association; California Breastfeeding Coalition; and La Leche League.

WHY: The purpose of the Breastfeeding Walk is to highlight the need for breastfeeding mothers to have support in the home, in the community, and in the workplace for breastfeeding success. Research has shown that breastfeeding significantly reduces allergies, diarrhea, and ear and urinary tract infections in infants. More recently, breastfeeding has been found to play a pivotal role in preventing childhood obesity.

VISUALS: Walk participants will be wearing event t-shirts and carrying fans. Many participants will have their children with them. Balloons will designate the walk route.

SPANISH LANGUAGE MEDIA: Spanish speaking moms and walk participants will be available for interviews.

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"Investing In Our Community's Future"