For Immediate Release

Submitted by Leah Meidl RN CLS

Public Health Nurse at the Wood County Health Department

World Breastfeeding Week is here! This year, world breastfeeding week is recognized August 1-7th. World Breastfeeding week is celebrated nationwide and beyond. “This year's WABA World Breastfeeding Week (WBW) theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond. We call on all celebrants of WBW to Protect, Promote and Support Breastfeeding: it is a vital Life-Saving Goal!” http://worldbreastfeedingweek.org/

To celebrate World Breastfeeding week, the Wood County Breastfeeding Coalition is holding our first Latch On events! These events will take place in Marshfield and Wisconsin Rapids at 6:00pm on Tuesday, August 5th. In Marshfield, the Latch On event will take place at Wildwood Park, shelter 1. In Wisconsin Rapids, the event will take place at the Lyon’s park by the river off of the expressway. These events will be a time for all nursing mothers to breastfeed (latch on) their children at the same time. Anyone is welcome and breastfeeding supporters are welcome too. Refreshments and give-a-ways will be provided at this celebration of breastfeeding!

The Wood County Breastfeeding Coalition wishes everyone affected by breastfeeding a Happy World Breastfeeding week! Wood County has offered wonderful support for breastfeeding mothers, families and communities in the past year! We want to thank all of the businesses, families, and individuals for all of their support in 2013 and 2014. Our focus for the following few years includes reaching out to businesses to help them become more breastfeeding friendly, providing additional information and support for pregnant mothers and developing breastfeeding support groups in Wood County. Upcoming events for the Wood County Breastfeeding Coalition include a 10K run and 2 mile walk on September 13th in Wisconsin Rapids and a golf outing at River’s Edge golf course in Marshfield on September 26th. For more information, call Amber or Leah at 715-421-8911 visit Facebook.com/woodcountybreastfeeding or visit http://woodcountybreastfeeding.org/