



ALAMANCE COUNTY

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FOR IMMEDIATE RELEASE

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Alamance County WIC Celebrates World Breastfeeding Week

Burlington- World Breastfeeding Week is August 1st -7th. The Alamance County WIC program invites nursing mothers, pregnant women, breastfeeding advocates, and their families to the First Annual Breastfeeding Celebration on Saturday, August 1, 2015 at the Civitan Shelter in Burlington City Park. The event will begin at 10 a.m., and will include free food, games, and giveaways throughout the day.

Breastfeeding improves both infant and maternal health, provides healthy infant nutrition, and benefits society in many ways. The First Annual Breastfeeding Celebration will help mothers to breastfeed through mother-to-mother support, encouragement, information, and education to promote breastfeeding as an important part in the healthy development of the mother and baby.

“This is just one more way for us to celebrate breastfeeding,” said WIC breastfeeding coordinator Catherine Cunningham. “The Alamance County WIC program has had two breastfeeding peer counselors on staff for well over five years now and through their work, we have seen improvements in the percent of women who breastfeed. We have become better known in the community as a breastfeeding-friendly program. We strive to educate lactating mothers and pregnant women about breastfeeding and support them throughout their breastfeeding experience.”

For more information about the First Annual Breastfeeding Celebration, please visit www.worldbreastfeedingweek.org or contact Nicole Alston, WIC Director, at (336) 513-4872.

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Public's Health in Alamance County**