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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Annual “Picnic in the Park” to be held August 1 *Supporters of Breastfeeding Invited to Attend the Free Event*

EASTERN IDAHO – On Friday, August 1, Eastern Idaho Public Health District’s (EIPHD) WIC program and the BEST (Breastfeeding Education & Support Team) Council for Babies and Moms will be holding its annual “Picnic in the Park” event in Idaho Falls in recognition of World Breastfeeding Week. The purpose of this event is to disseminate information about breastfeeding as well as celebrate and support breastfeeding moms and babies.

The “Picnic in the Park” is a free community event open to anyone interested in learning more about breastfeeding or celebrating breastfeeding as the gold standard for infant feeding. There will be refreshments and a variety of educational booths, family-friendly vendors, door prizes, games, and other activities for children. Breastfeeding experts will be available to answer questions.

- What:** Picnic in the Park sponsored by EIPHD’s WIC Program and the BEST Council for Babies and Moms
- When:** Friday, August 1, 2014
- Where:** Kate Curley Park, Idaho Falls (located on 10th Street between Higbee and Emerson)
- Time:** 11:00 a.m. until 1:00 p.m.
- Who:** Everyone’s invited

The BEST Council for Babies and Moms is a coalition of many people in various occupations and from various organizations who are committed to educating moms about breastfeeding and supporting them in their efforts to breastfeed. For more information about breastfeeding or the Picnic in the Park event, please call Katie at 533-3244.

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