



Eastern Idaho Public Health

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Annual “Picnic in the Park” to be held August 7 Melaleuca being honored as Breastfeeding Champion

EASTERN IDAHO – On Friday, August 7, Eastern Idaho Public Health’s (EIPH) 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. This year’s theme is: Breastfeeding and Work: Let’s make it work. The purpose of this event is to disseminate information about breastfeeding as well as celebrate and support breastfeeding moms, babies, and worksites that are supportive of breastfeeding mothers.

This year at the picnic, Melaleuca is being honored as a worksite Breastfeeding Champion. Melaleuca has successfully created a culture that supports breastfeeding mothers. Some of its innovative practices are creating multiple mother’s lounges throughout its facilities so there are comfortable areas for breast milk pumping and providing as much time as desired for pump breaks to mothers. The company offers free breastfeeding equipment and provides free nutritional products each month that can help mother and baby. It also provides pregnant mothers with free access to a maternity nurse and education resources through its Healthy Mom, Healthy Baby wellness program.

Following is information about this year’s **FREE** Picnic in the Park:

Date: Friday, August 7, 2015

Time: 11:00 a.m. to 1:00 p.m.

Place: Kate Curley Park, Idaho Falls (located on 10th Street between Higbee and Emerson)

The award presentation for Melaleuca will be held at noon. This free event is for anyone

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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 also be available to answer questions.

To set up media interviews, prior to the day of the event, please contact Geri Rackow at (208) 533-3163.

To set up media interviews, for the day of the event, please contact Mimi Taylor at 521-6722.

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