



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 5 Event to honor breastfeeding mothers

EASTERN IDAHO – On Friday, August 5, 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. The purpose of this event is to disseminate information about breastfeeding as well as celebrate and support breastfeeding moms and babies.

This year’s theme is Breastfeeding: A Key to Sustainable Development. The theme is about how breastfeeding is a key element in getting us to think about how to value our wellbeing from the start of life, how to respect each other, and care for the world we share.

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

Date: Friday, August 5, 2016

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

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

This free event is for 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 also be available to answer questions.

To set up media interviews, please contact Mimi Taylor at 521-6722.

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