



1250 Hollipark Drive, Idaho Falls, ID 83401 ▪ 208-533-0310 ▪ www.EIPH.Idaho.gov

NEWS RELEASE

FOR IMMEDIATE RELEASE
July 24, 2018

Contact: Mimi Taylor, PIO
Office: (208) 521-6722

Annual Breastfeeding Event to be Held on August 3 in Idaho Falls Event to Celebrate Breastfeeding Mothers and Children

(EASTERN IDAHO) – On Friday, August 3, from 11:00 a.m. to 1:00 p.m., Eastern Idaho Public Health’s WIC program and the Breastfeeding Education & Support Team Council for Babies and Moms will be holding its annual breastfeeding event in Idaho Falls in recognition of World Breastfeeding Week. Historically, the event has been a picnic. This year we are transitioning to a new event and will be holding a Carnival at Eastern Idaho Public Health’s Idaho Falls office (1250 Hollipark Drive).

The **free** carnival 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, games, and other activities for children. Breastfeeding experts will also be available to answer questions and offer support.

What: Breastfeeding Celebration Carnival

Date: Friday, August 3, 2018

Time: 11:00 a.m. – 1:00 p.m.

Place: Eastern Idaho Public Health (1250 Hollipark Drive, Idaho Falls)

Who: Anyone Interested in Celebrating Breastfeeding

Questions: Please call the WIC Office at 208-522-3823.

To set up a media interview, please contact Mimi Taylor, Public Information Officer at Eastern Idaho Public Health, at 208-521-6722.

###