

Communications Office

Peterborough County-City Health Unit
10 Hospital Drive
Peterborough, ON K9J 8M1
(705) 743-1000, ext. 391
www.pcchu.ca



FOR IMMEDIATE RELEASE

Tuesday, September 27, 2011, Peterborough

Breastfeeding Families Invited to Help Break World Record on October 1

Local Event Part of World Breastfeeding Awareness Week Celebrations

The Peterborough County-City Health Unit together with the Peterborough Breastfeeding Coalition is calling on all breastfeeding mothers in the area to set a new world record for simultaneous breastfeeding at the 2011 Breastfeeding Challenge event at Galaxy Theatres on Saturday, October 1 starting at 10:30 a.m.

This event rallies nursing women to “latch on” at 11:00 a.m. local time and be counted toward two new world records including the most mothers breastfeeding simultaneously at one location, and the most mothers breastfeeding at the same time in a province, territory or state. Following this, families will be treated to a free movie, sponsored by Dr. Alan White, a local paediatrician. This endeavour is part of the 2011 Global Breastfeeding Challenge, an annual international event led by the Quintessence Foundation who will post the results on their website www.babyfriendly.ca.

“It’s important that nursing mothers and their families from Peterborough city and county gather together to celebrate why breast is best for children, and that they are supported by their community,” said Dr. Rosana Pellizzari, Medical Officer of Health. “Breastfeeding provides children with nutritional, emotional, immunological, anti-allergenic, and developmental benefits for as long as a child is breastfed, and has lasting effects even into adulthood.”

The 2011 Breastfeeding Challenge is just one way the Health Unit encourages breastfeeding in the community as part of its commitment to being Baby Friendly. The Baby Friendly Initiative is a global strategy that encourages health care facilities to implement specific practices which protect, promote and support breastfeeding. The Health Unit was designated Baby Friendly in July of 2008, becoming the second one in the province to receive this designation, and the Health Unit will be striving for re-designation in 2013.

For more information, please contact:

Dawn Hanes
Public Health Nurse
(705) 743-1000, ext. 289

NEWS RELEASE