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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Ninth Annual “Picnic in the Park” to be held August 5

Supporters of Breastfeeding Invited to Attend the Free Event

EASTERN IDAHO – On Friday, August 5, 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. In addition, the BEST Council will be recognizing Madison Memorial Hospital and its staff for their outstanding work in supporting and promoting breastfeeding.

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 a variety of educational booths, family-friendly vendors, games and other activities for children, refreshments, a baby contest, and door prizes. 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 5, 2011
- 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 Angy at 533-3247.

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