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Champaign-Urbana Public Health District

FOR IMMEDIATE RELEASE
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Upcoming Event to Support Breastfeeding Moms

*Champaign-Urbana Public Health District to Host The Mommy and Baby Expo
this Saturday*

Champaign, IL –The Champaign-Urbana Public Health District Peer Counseling Program will be hosting The Mommy and Baby Expo in conjunction with The Big Latch On August 2-3, 2013. This event is to increase awareness for mothers on the breastfeeding support services available to them throughout the community. Additional information will be available including prenatal care, labor and delivery options, postpartum care, infant care and health and wellness information. All events are free and open to the public.

The Mommy and Baby Expo
Saturday, August 3 - Lincoln Square Mall, Urbana (west wing)
9:00 AM – Noon

The Mommy and Baby Expo – Information will be available about pregnancy, postpartum and breastfeeding support services throughout the community, Illinois breastfeeding laws, breastfeeding-friendly businesses, employers and daycares and what you need to know to about successfully breastfeeding while working outside of the home. Free samples and raffles, including a double electric Medela breast pump, will be offered. This expo is also open to all pregnant women and new moms interested in breastfeeding information and resources; children are welcome.

The Big Latch On
Friday, August 2 – Champaign-Urbana Public Health District, Champaign
Saturday, August 3 – Lincoln Square Mall, Urbana (west wing)
9:30 – 11:30 AM

The Big Latch On – It is a fun way to meet other breastfeeding moms and be a part of an event that gets recorded every year in the Guinness Book of World Records. Participants will sign up upon arrival and at 10:30 AM everyone participating in The Big Latch On

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throughout the U.S. will latch their nursing babies at the same time for two minutes. The goal is to increase the number of participants each year. Snacks and beverages will be provided.

Linda Steinberg, Peer Counselor at the Champaign-Urbana Public Health District (CUPHD), said “We want to help community mothers reach their individual breastfeeding goals by empowering them with information and support.” According to the Centers for Disease Control and Prevention (CDC), one of the most highly effective preventive measures a mother can take to protect the health of her infant is to breastfeed; however, in the United States, although most mothers hope to breastfeed, and 75 percent of babies start out being breastfed, only 15 percent are exclusively breastfed six months later.

For more information, follow The Mommy and Baby Expo on facebook or visit www.c-uphd.org.

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