

PUBLIC SERVICE ANNOUNCEMENT

Breastfeeding Challenge 2006 Results September 30, 2006

Vancouver, B.C. – Moms throughout the Lower Mainland converged at BC Women's Hospital & Health Centre this morning with the hope of setting a record for the most women breastfeeding simultaneously in a province, state or territory.

A total of 100 babies latched on simultaneously at 11 a.m. A total of 81 mothers and babies participated last year.

The Breastfeeding Challenge is held across Canada and throughout the United States to promote awareness of the benefits of breastfeeding. This year's primary Lower Mainland event was co-sponsored by the BC Women's Hospital & Health Centre and The Quintessence Foundation. The theme for this year's Challenge is *Code watch: 25 years of protecting breastfeeding*, referring to the World Health Organization's International Code of Marketing of Breastmilk Substitutes.

Canada's Breastfeeding Challenge participation levels are calculated as a percentage of the birth rate in each region so that small and large communities compete on a level playing field. The 2005 Breastfeeding Challenge winner was Quebec.

B.C. won last year's Category B (Province or Territory with 10-50,000 births per year) with 637 women taking part at 27 sites throughout the province. The current world record for most women breastfeeding simultaneously was set in Manila, Philippines with 3,738 women participating in May 2006.

BC Women's Hospital & Health Centre, an agency of the Provincial Health Services Authority, provides service for pregnant women, newborns and women with specialized health needs from across the province. For more information please visit www.bcwomens.ca.

The Provincial Health Services Authority (PHSA) plans, manages and evaluates selected specialty and province-wide health care services across BC, working with the five geographic health authorities to deliver province-wide solutions that improve the health of British Columbians. For more information, visit www.phsa.ca.

ActNow BC is government's health promotion platform that is helping British Columbians to make healthy lifestyle decisions to be more active, eat healthier foods, live tobacco-free and make healthy choices during pregnancy. For more information visit www.actnowbc.gov.bc.ca

-30-

Note to editors: The www.babyfriendly.ca Web site will have a rolling tally of participation levels from Breastfeeding Challenge event sites across Canada.

Media contact:
BC Women's Hospital & Health Centre
Public Affairs & Communications
604-875-2301
pafc@cw.bc.ca