




BC Women's Hospital & Health Centre, an agency of the Provincial Health Services Authority, provides services for pregnant women, newborns and women with specialized health needs from across the province. BC Women's is an academic health centre affiliated with the University of British Columbia, Simon Fraser University, and the Women's Health Research Institute. 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, please visit www.phsa.ca.

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PUBLIC SERVICE ANNOUNCEMENT

2009 Breastfeeding Challenge at BC Women's Hospital

Saturday, October 3

Vancouver, B.C. – The 9th annual Breastfeeding Challenge hopes to set a record for the most moms simultaneously breastfeeding in a province, territory or state this Saturday. BC Women's Hospital is hosting a Breastfeeding Challenge site for mothers whose babies are hospitalized in the postpartum units, the neonatal intensive care unit (NICU), the birthing areas, and at BC Children's Hospital.

Mothers are also encouraged to participate at any of the four community sites (see following page for locations) and in numerous sites in BC and Canada. This global celebration of breastfeeding is sponsored by the Quintessence Foundation with hospital and community partners around the world.

- WHO:** BC Women's Hospital & Health Centre and the Quintessence Foundation
- WHAT:** The 2009 Breastfeeding Challenge aims to raise awareness of the benefits of breastfeeding, the need for community support for families and to promote awareness and donations to the BC Women's Milk Bank.
- WHEN:** Saturday, October 3, 11 a.m.
- WHERE:** BC Women's Hospital lobby (inside Main Entrance)
- HOW:** Mothers can be "counted in" by breastfeeding at 11 a.m. and letting their (or their child's nurse) know.

2009 Breastfeeding Challenge at BC Women's Hospital

2009 Breastfeeding Challenge
Saturday, October 3

Community Breastfeeding Sites

South Community Health Centre
6405 Knight St.
Vancouver

Contact: Claire Mckibben
Email: claire.mckibben@vch.ca
Phone: 604-321-6151

Raven Song Community Health Centre
2450 Ontario St.
Vancouver

Contact: Amanda Liddell
Email: amanda.liddell@vch.ca
Phone: 604-709-6400

St. Mark's Anglican Church
1085 Larch St.
Vancouver

Contact: Kelly Simmons
Email: kelly.simmons@vch.ca
Phone: 604-261-6366

West Vancouver Community Centre
2121 Marine Dr.
West Vancouver

Contact: Janice Sampson
Email: janice.sampson@vch.ca
Phone: 778-886-8024