

# PUBLIC SERVICE ANNOUNCEMENT

For immediate release

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## **BC Women's Hospital Breastfeeding Challenge out to set world record**

**Vancouver, B.C.** – Breastfeeding mothers throughout the Lower Mainland are once again invited to help set a world record for the most women breastfeeding simultaneously at this year's Breastfeeding Challenge. It's a fun family event with door prizes, light refreshments and live music!

Come to the Chan Centre Auditorium in the Children's & Women's Education and Research Centre, 4500 Oak Street. Registration starts at 10:15 a.m. on Saturday, Oct. 1.

For more information, call (604) 875-2282 or visit [www.babyfriendly.ca](http://www.babyfriendly.ca).

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*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](http://www.bcwomens.ca).*

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