



BC WOMEN'S HOSPITAL
& HEALTH CENTRE

*An agency of the Provincial
Health Services Authority*

PUBLIC SERVICE ANNOUNCEMENT

Breastfeeding Challenge 2005 hopes to establish B.C. record September 29, 2005

Vancouver, B.C. – Mothers throughout the Lower Mainland are invited to BC Women's Hospital & Health Centre to help set a world record for the most women breastfeeding simultaneously in a province, state or territory at 11 a.m. on Saturday, Oct. 1.

The Breastfeeding Challenge is held at over 100 sites across Canada and throughout the U.S. to promote awareness of the benefits of breastfeeding. This year's primary Lower Mainland event is co-sponsored by the BC Women's Hospital & Health Centre Foundation and the Quintessence Foundation. The theme is *Breastfeeding and Family Foods: Loving and Healthy*.

To participate, come to the Chan Centre (Auditorium) at the Children's & Women's Education and Research Centre. Use the main Oak Street entrance to the BC Women's and BC Children's hospital site and turn left on the ring road.

Registration for this year's Breastfeeding Challenge starts at 10:15 a.m. Mothers are encouraged to arrive early for light refreshments, musical entertainment and door prizes. Participants from across B.C. have a chance to win one of two beautiful handmade quilts with the draw on October 12th – with proceeds going to the BC Women's Milk Bank.

Last year 2,244 babies latched on simultaneously - 777 babies in B.C. Currently, there are about 154 sites for Oct. 1, registered across Canada and the U.S. For more information, call 604-875-2282.

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.

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