



MEDIA ADVISORY

For immediate release

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2003 Breastfeeding Challenge at C&W hopes to set record

VANCOUVER – The 3rd annual Breastfeeding Challenge hopes to set a world record for the most moms simultaneously breastfeeding in a province, territory or state this Saturday.

The primary Lower Mainland event, co-sponsored by the BC Women's Hospital & Health Centre Foundation and the Quintessence Foundation, will be in the Chan Auditorium at the Children's & Women's Health Centre of British Columbia.

What: 2003 Breastfeeding Challenge

When: 11 a.m. Saturday, Oct. 4, 2003

**Where: Chan Auditorium
BC Research Institute for Children's & Women's Health
Children's & Women's Health Centre of British Columbia
4500 Oak Street**

The purpose of the event is to promote awareness of the benefits of breastfeeding as well as Canada's only human milk bank, located at BC Womens.

Media are encouraged to arrive at 10:30 for set-up and interview opportunities with participating mothers and milk bank spokespeople. There will be a photo opportunity.

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