



PUBLIC SERVICE ANNOUNCEMENT

For immediate release

September 26, 2003

Breastfeeding Challenge 2003 hopes to break 2001 B.C. record

Vancouver - Moms throughout the Lower Mainland are invited to help set a world record for the most women breastfeeding simultaneously in a province, state or territory.

The Breastfeeding Challenge is held at over 100 sites across Canada and throughout the United States to promote awareness of the benefits of breastfeeding. This year's primary Lower Mainland event, co-sponsored by the BC Women's Hospital & Health Centre Foundation and The Quintessence Foundation, will be held at 11 a.m. on Saturday, Oct. 4. The theme for this year's Challenge is *Breastfeeding in a Globalized World*.

To participate, come to the Chan Auditorium at the B.C. Research Institute for Children's & Women's Health, located near the corner of Oak Street and 28th Avenue. Use the main entrance on the south side of the building. Registration for this year's Breastfeeding Challenge starts at 10 a.m. with the event itself scheduled for 11 a.m. Moms are encouraged to arrive around 10 a.m. for light refreshments, musical entertainment (Pancho & Sal), door prizes and a chance to win one of two beautiful handmade quilt. For more information, call 604-875-2282.

Breastfeeding Challenge participation levels are calculated as a percentage of the birth rate in each region. Canada's Breastfeeding Challenge 2002 winner was the Yukon with a rating of 6.59 per cent of women breastfeeding at one time. The B.C. record was set in 2001 with 856 women taking part at 26 sites throughout the province. The current world record for most women breastfeeding simultaneously was set in Berkley, California with 1,130 women participating in August, 2002.

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