



## **Allen County WIC**

A Division of the Allen County Health Department  
940 N Cable Road, Suite 4  
Lima, Ohio 45805  
Phone: 419-224-8200  
Fax: 419-224-4783

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# **N E W S**

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For Immediate Release  
September 14, 2011  
Contact: Barb Deepe  
Phone: 419-224-8200

## **Breastfeeding Challenge –Support Breastfeeding Families**

**LIMA** - The Allen County WIC program is hosting a “Breastfeeding Challenge” open to all past, present and future breastfeeding mothers and families on October 1, 2011, at the Lima Family YMCA, 345 S. Elizabeth. Registration begins at 9:00 a.m. and the event will last until 12:00 p.m.

This event is part of the Quintessence International Breastfeeding Challenge. On October 1, at 11:00 a.m. mothers and children at sites across Canada, the United States and other countries around the world will compete to set the record for the most children breastfeeding at one time. Mothers who are currently breastfeeding a child are especially encouraged to attend to help put Allen County on the map.

Locally, this event is an opportunity for the community to show their support for breastfeeding families. “It really helps women who are currently breastfeeding and pregnant women who are thinking about breastfeeding if they can talk to other families who have breastfed their children. They know they’re not alone,” says Hope White, LPN, WIC Peer Breastfeeding Helper. “It’s amazing how much the support of Dads and other family members can help a new mother who’s breastfeeding.”

Educational materials, fellowship and parent-to-parent support will be available at the event. Breastfeeding has many well-documented benefits including better health for both mothers and babies. However, many women breastfeed for only a short time or do not breastfeed at all. Two of the biggest hurdles for mothers continue to be lack of education and lack of support.

The event is free and open to the public. Snacks will be provided and donated items will be raffled off. For more information, contact: Hope White, Jasmine Marshall or Barb Deepe at the Allen County WIC office, 940 N. Cable Rd. Ste. 4 Lima, OH 45805; 419-224-8200.

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### **Quintessence Breastfeeding Challenge**

On October 1, 2011 at 11:00 am mothers and children at sites across Canada, the United States and other countries around the world will compete to set the record for the most children breastfeeding at one time. The winners of the competition will be the site with the most children breastfeeding at one site, the country with the most children breastfeeding at registered sites and in North America the region (province or territory or state) with the most children participating as a percentage of the birth rate. To level the playing field between large and small, each site will be entered into one of four groups determined by birth rate.