



Press

Release



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For Immediate Release

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National Breastfeeding Celebration Day

Wichita Falls, Texas – The Wichita Falls Women, Infants, and Children (WIC) program and the North Texas Area Breastfeeding Coalition would like to invite residents to join in the celebration of National Breastfeeding Month. The FREE event will take place this Friday, August 6, 2021 from 10:00am to 1:00pm outside at the Wichita Falls Lucy Park Log Cabin which is located at 100 Sunset Dr. Wichita Falls, Texas 76301. This FREE event is open to all expecting and breastfeeding parents in the community.

The celebration will feature several vendors from WIC's community programs, breastfeeding games, kid friendly activities, snow cones, a jump house, food, drinks, door prizes and so much more! This will also be the local registered site for "The Global Big Latch On." Individuals can register for "The Global Big Latch On" online ahead of time or at the event. "The Latch On" will begin at 10:30am and will last one minute. Individuals can participate both online or while at the celebration.

August is National Breastfeeding Month and this year's theme is "Protect Breastfeeding: A Shared Responsibility" to ensure moms have the support they need to meet their breastfeeding goals. The World Alliance for Breastfeeding Action says, "Although support at the individual level is very important, breastfeeding must be considered a public health issue that requires investment at all levels. The concept of 'building back better' after the COVID-19 pandemic will provide an opportunity to create a [warm chain of support for breastfeeding](#) that includes health systems, workplaces and communities at all levels of society. A warm chain of support will help build an enabling environment for breastfeeding and protect against industry influence. It is time to inform, anchor, engage and galvanize action to protect breastfeeding at all levels."

We can all support this process, as breastfeeding is a team effort. To enable breastfeeding, we all need to protect, promote and support it. Let us work together to empower parents and protect breastfeeding, now and for the future!

Come celebrate these mothers that are providing the best start for their babies!

For more information on "The Global Big Latch On" visit: <https://biglatchon.org>

For more information on World Breastfeeding Week visit: <https://worldbreastfeedingweek.org/>

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