

MEDIA ADVISORY



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For Immediate Release

DATE: October 8, 2008  
PAGES: 1

**Thousands Walk to Push for Increased Breastfeeding**

WATSONVILLE – Thousands of moms and babies will walk in local communities throughout the State of California to highlight the need to support breastfeeding moms in the home, community and workplace. The Community Bridges WIC Program is hosting a walk on October 15 at noon, leaving from the WIC office, around the Watsonville City Plaza and back to the WIC office, where refreshments will be served.

Families and healthcare providers are encouraged to attend.

**WHEN:** Wednesday Oct. 15, 12 noon

**WHERE:** Community Bridges WIC Program, 18 West Lake Ave in the La Manzanita Courtyard in Watsonville

**WHO:** Organized and supported by Community Bridges WIC program, California Department of Public Health WIC Program and Maternal, Child Adolescent Health Program, California WIC Association, California Breastfeeding Coalition, and La Leche League.

**WHY:** The purpose of the Breastfeeding Walk is to highlight the need for breastfeeding mothers to have support in the home, in the community and in the workplace for breastfeeding success. Research has shown that breastfeeding significantly reduces allergies, diarrhea, and ear and urinary tract infections in infants. More recently, breastfeeding has been found to play a pivotal role in preventing childhood obesity.

**VISUALS:** Many moms, babies and children, and healthcare providers.

**SPANISH LANGUAGE MEDIA:** Spanish-speaking moms will be available for interviews.

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