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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Eighth Annual “Picnic in the Park” to be held August 6
Supporters of Breastfeeding Invited to Attend the Free Event

EASTERN IDAHO – On Friday, August 6, the BEST (Breastfeeding Education & Support Team) Council for Babies and Moms will be holding its annual “Picnic in the Park” event in Idaho Falls in recognition of World Breastfeeding Week. The purpose of this event is to disseminate information about breastfeeding as well as celebrate breastfeeding moms and babies.

The Picnic in the Park is a free community event open to anyone interested in learning more about breastfeeding or celebrating breastfeeding as the gold standard for infant feeding. There will be a variety of educational booths, family-friendly vendors, games and other activities for children, refreshments, and door prizes. Breastfeeding experts will be available to answer questions.

In addition, the BEST Council will be recognizing Eastern Idaho Regional Medical Center as a “Breastfeeding-Friendly Workplace” for its role in supporting its employees’ breastfeeding efforts. They will be awarded a breast pump for their employees to use.

A Baby Contest will be held again this year. Babies of any age can participate. Prizes will be awarded for the following categories: Biggest Smile, Most Hair, Chubbiest Cheeks, Longest to Breastfeed, and Cutest Outfit.

- What:** Picnic in the Park sponsored by the BEST Council for Babies and Moms
- When:** Friday, August 6, 2010
- Where:** Kate Curley Park, Idaho Falls (located on 10th Street between Higbee and Emerson)
- Time:** 11:00 a.m. until 1:00 p.m.
- Who:** Everyone’s invited

The BEST Council for Babies and Moms is a coalition of many people in various occupations and from various organizations who are committed to educating moms about breastfeeding and supporting them in their efforts to breastfeed. For more information about breastfeeding or the Picnic in the Park event, please call Angy at 533-3247.

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