



**Princeton Health Department
Princeton Human Services
1 Monument Drive,
Princeton, NJ 08542
609-497-7608**

www.princetonnj.gov/health/
<http://www.princetonnj.gov/human-services.html>

FOR IMMEDIATE RELEASE

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World Breastfeeding Week Event Hosted in Trenton – Princeton WIC Mothers Urged to Attend

The Children's Home Society of Mercer County will hold its breastfeeding week celebration on Tuesday, August 5, 9:30 a.m. – 12:30 p.m. at the Trenton WIC clinic site: 416 Bellevue Avenue, Trenton, NJ. Games, door prizes, and raffles are planned for WIC clients and the public, refreshments will be provided. All WIC eligible mothers are urged to attend.

World Breastfeeding Week is celebrated the week of August 1-7 in the United States. This year's slogan and theme for WBW 2014: Breastfeeding: A Winning Goal-For Life! This year's World Breastfeeding Week (WBW) theme asserts the importance of increasing and sustaining the protection, promotion and support of breastfeeding - in the Millennium Development Goals (MDGs) countdown, and beyond. We call on all celebrants of WBW to Protect, Promote and Support Breastfeeding: it is a vital Life-Saving Goal!

Breastfeeding offers many health benefits to both mother and child. Human milk is nature's vaccine for the newborn, contributes to the development of the brain and nervous system, and lessens a child's chance of being allergic, getting ear infections, and becoming overweight. According to the World Health Organization, "breastfeeding is an unequalled way of providing ideal food for the healthy growth and development of infants."

Princeton WIC Mothers are urged to RSVP for this event by phone at (609)498-7755 Ext. 1035 or e-mail Laura at icorrales@chsofnj.org.

For more information on breastfeeding, please visit the Centers for Disease Control (CDC) website, <http://www.cdc.gov/breastfeeding/> or La Leche League International website, <http://www.lalecheleague.org/nb.html>.



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