

For Immediate Release

October 3, 2016

CELEBRATING WORLD BREASTFEEDING WEEK October 1-7, 2016

World Breastfeeding Week is celebrated October 1-7 in Canada each year. The theme this year is *Breastfeeding: A Key to Sustainable Development*. By recognizing that breastfeeding is key to sustainable development, including ending poverty, protecting the planet and ensuring prosperity, we will value our well being from the start of life, respect each other and care for the world we share.

In celebration of World Breastfeeding Week this year, the Early Childhood Coalition and the Five Hills Health Region are hosting a free community screening of the award-winning film *Milk: Born Into This World*. This film follows birth stories across eleven countries raising awareness about the vital role breastfeeding plays in food security and sustainable development.

Our goal is to engage and collaborate with all sectors of the community to promote, protect and support breastfeeding. Please join us on **Wednesday, October 5 from 7:00-9:00pm at Peacock Collegiate Auditorium in Moose Jaw**. Infants are welcome.



For further information, please contact:
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