

Draft: Sample Press Release

2016 National Breastfeeding Month

[City], [State], [Date] –

Every woman's journey to motherhood is different, but one of the first decisions every new mom makes is how to feed her child. Initiation of breastfeeding within one hour of birth and exclusive breastfeeding for the first six months of an infant's life is a key factor for the survival and health of a newborn. The newly published Lancet Breastfeeding Series review shows remarkable evidence on the health and economic benefits of breastfeeding. Breastfeeding improves the survival, health, and development of all children, saves women's lives and contributes to human capital development across populations.

The benefits of breastfeeding are not only limited to infancy, but extend into childhood and even to adulthood. Breastfeeding moms make perfect food for their baby and their milk programs their babies into being healthier, smarter and more successful for life. Mothers who choose to breastfeed make an investment in their baby's future. Research shows an association between breastfeeding and babies intelligence later in life. Babies who had been breastfed as infants scored higher on intelligence tests, and were found to have increased school performance and income earning in adulthood. This year, Texas WIC will be celebrating National Breastfeeding Month with the theme- ***Breastfeed For a Healthier Future!*** The theme focuses on how breastfeeding today can impact and improve not only the present, but also the health of families and the environment for generations to come.

Please join the [name of local agency or clinic site] in celebration of National Breastfeeding Month on August [date] with [event or activities] at [address]. The [event or activities] will be from [time to time], and is open to the entire community. It will include activities to teach expectant women, moms, family members and the community the importance of breastfeeding, as well as provide information on how breastfeeding today will lead to a better tomorrow.

For Additional Information, visit:

[Lancet Breastfeeding Series](#)

[Breastfeeding and Emergencies](#)

<http://www.womenshealth.gov/breastfeeding/index.html>

<http://breastmilkcounts.com/>

For breastfeeding position statements visit:

<http://www.dshs.state.tx.us/wichd/lactate/position.shtm>