



**For Immediate Release: July 27, 2017**

**Media Contact:**

Moira Cook  
Middlebury Office of Local Health  
Vermont Department of Health  
802-388-5732

**Addison County Celebrates World Breastfeeding Week**

*Events throughout August support infant health*

MIDDLEBURY – In honor of World Breastfeeding Week, the Addison County community and local businesses will be celebrating breastfeeding during the whole month of August. This year the theme is “Sustaining Breastfeeding Together.”

The Vermont Department of Health encourages breastfeeding, and supports nursing mothers through educational programs and initiatives. The Local Health Office in Middlebury works one-on-one with new moms through breastfeeding classes and at its WIC clinics. The department also helps local businesses become Breastfeeding Friendly Employers. Other community supports for breastfeeding include nurses and lactation consultants at Porter Medical Center and through La Leche League.

**Don't miss out on World Breastfeeding Week happenings:**

- **The Big Latch On** – On Saturday, August 5 from 9:30 - 11:00 a.m. at the Middlebury Recreation Field near Mary Hogan Elementary School, nursing mothers and their infants will gather to join breastfeeders worldwide for “The Big Latch On” in support of breastfeeding. Look for the pink tent and enjoy snacks and fun activities with your family! There will be a count taken at 10:30 a.m. In 2016, there were nearly 18 thousand “latched on” children during this event worldwide! More at <https://biglatchon.org/>
- **Addison County Field Days** – From August 8 - 12, join your neighbors at the biggest agricultural fair in the state! Check out the newly constructed Infant Comfort Station near the restrooms for a quick break to breastfeed your baby in a cool space.

- **Social Media** – The Middlebury Local Health Office [Facebook](#) page will be sharing positive photos of breastfeeding women — a healthy aspect of the lives of women and infants. Look for, like, comment and share!  
Follow World Breastfeeding Week on Twitter: #WBW2017.

**For information about breastfeeding and why it's best for babies and moms,** visit [healthvermont.gov/breastfeeding](http://healthvermont.gov/breastfeeding).

**For health news, alerts and information,** visit [healthvermont.gov](http://healthvermont.gov)

Join us on [Facebook](#)

Follow us on [Twitter](#)

###