

Press Contact:

Dana Wagner, Assistant Program Director
Community Bridges Women, Infants and Children (WIC) Program
danaw@sccwic.org | 831-722-7121 x129



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Community Bridges WIC Program hosts 12th annual breastfeeding fair and walk**WHAT:**

The 12th Annual Breastfeeding Health Fair and Walk, open to the general public and representatives of the media. This event includes fun activities for the whole family, a live DJ, community resource booths, healthy snacks, free t-shirts, raffles and more.

WHO:

Hosted by the Community Bridges Women, Infants & Children (WIC) Nutrition Program. WIC is working to build support for breastfeeding in our community, and establish breastfeeding as normal and preferred. WIC is a federally funded nutrition program that provides healthy foods, nutrition and breastfeeding education and support, and referrals to community resources for pregnant, breastfeeding and postpartum women, and infants and children up to age 5. The Community Bridges WIC program is one of a family of programs operated by Community Bridges, a local nonprofit.

WHEN:

Aug. 10, 2018, 3-6pm

A rally walk down Main Street to celebrate breastfeeding begins at 5pm

WHERE:

Watsonville Plaza at the corner of Main Street and East Beach Street in Watsonville, California.

WHY:

This event supports the City of Watsonville's resolution that proclaims August as Breastfeeding Awareness Month and the [State of California's Assembly Concurrent Resolution 234](#). Breastfeeding Awareness is celebrated throughout California during the month of August, as part of a statewide effort to highlight the benefits of breastfeeding and show support to breastfeeding mothers in our community.

Breastfeeding is one of the best preventative health measures for both babies and mothers and provides short and long term health benefits. However, many moms don't meet their breastfeeding goals because of barriers in their communities, health care experiences,

workplaces and their own families that interfere with breastfeeding. This is especially true in communities with high levels of poverty and health disparities. These communities often face higher levels of obesity, asthma, diabetes, hypertension and heart disease - the very conditions that breastfeeding can help prevent.

Interviews are available in English and Spanish with WIC parents and advocates, Community Bridges CEO Raymon Cancino, WIC Regional Breastfeeding Liaison Robbie Gonzalez-Dow, WIC Breastfeeding Coordinator Dana Wagner and WIC Program Director Cathy Cavanaugh.

Visuals include parents, babies and children interacting with community resources and a march down Main Street in WIC t-shirts with Breastfeeding Awareness signs.

ABOUT WOMEN, INFANTS AND CHILDREN (WIC)

WIC is a safe place for families to receive a sense of hope, comfort and security, allowing women, infants and children to thrive. WIC is part of the Community Bridges family of programs.