

MEDIA ADVISORY

**LOCAL HOSPITAL CELEBRATES WORLD
BREASTFEEDING MONTH**

**Redlands Community Hospital Kicks Off World Breastfeeding Week
with Free Classes and Events Aug 3-7**

WHAT: During the month of August, Redlands Community Hospital will celebrate World Breastfeeding Month with free lactation group and individual education sessions, and chances for attendees to win a valuable prize. The hospital will be serving hor d'oeuvres every Monday during the month of August at the 10 a.m. Group Lactation Class and will host a variety of services.

WHY: Redlands Community Hospital and the World Alliance for Breastfeeding (WABA) hopes to draw attention to the vital role that breastfeeding plays in emergencies worldwide, stress the need for active protection and support of breastfeeding, and inform mothers, breastfeeding advocates, communities, and health professionals about the benefits of breastfeeding. This year's theme is "Breastfeeding: A Vital Emergency Response: Are you ready?"

WHO: All parents are welcome to attend any of the educational sessions at no charge. To register for any of the prenatal breastfeeding prep classes, or to sign up for a private or a group lactation session, call 909-793-6110.

WHEN: August 3rd through August 7th

- August 3rd at 10 a.m. – Postpartum lactation group education session.
- August 5th at 10 a.m. – Prenatal breastfeeding prep class.
- Private lactation consultations available throughout the week.

WHERE: Redlands Community Hospital Perinatal Services Program
802 W. Colton Avenue
Redlands, CA 92374

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