



WILLIAMSON COUNTY AND CITIES HEALTH DISTRICT

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Williamson County and Cities Health District Promotes World Breastfeeding Month with Family Fun Event at Lakeline Mall

July 29, 2011 (Williamson County) –

August is designated as World Breastfeeding Month and the theme in Texas this year is, **“Every Ounce Counts: Helping Moms Achieve their Breast feeding Goals,”** highlighting the importance of breast milk for infants as well as the support that is available throughout the community. The Williamson County and Cities Health District (WCCHD) Women, Infants, and Children (WIC) program promotes World Breastfeeding Month through the annual Breastfeeding Awareness Family Fun Event which will be held on Saturday, August 6, 2011 at Lakeline Mall.

Each year, WIC agencies are working hard to reach or exceed the Healthy People 2011 goal of 75 percent of women who breastfeed in the early postpartum period. Williamson County has been among the top ten in Texas with a rate of 80.1 percent.

For this year’s event, WIC will partner with Simon Property Group Inc. at Lakeline Mall to provide information on nutrition and breastfeeding resources. In addition to providing nutritional and other public health services information, Williamson County and Cities Health District will offer back-to-school shots for children who are uninsured and underinsured. Families must bring their child’s current shot record.

There will be demonstrations, activities, drawings for prizes, and special “Kidgits Club” activities, as well as a back to school fashion show hosted by the partners of Simon Mall.

This year’s event will be held at Lakeline Mall (11200 Lakeline Mall Drive, Cedar Park, Texas) in the lower level at the Dillard’s Women’s Court. Registration will begin at 10:00 a.m. and the event will end at 2:00 p.m.

General parking is provided in the mall parking lot. For more information about the upcoming **“Every Ounce Counts: Helping Moms Achieve their Breast feeding Goals”** event or to learn more about *your public health department* please visit www.wcchd.org. Information on this event is also available by contacting Sandi Halstead-Bohac at (512) 260-4241 or via email at sandih@wcchd.org. This institution is an equal-opportunity provider.