



Public Health Administration

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FOR IMMEDIATE RELEASE
August 5, 2019

WIC CELEBRATES WORLD BREASTFEEDING WEEK WITH MARKET PARADE

OROVILLE, CA – In celebration of World Breastfeeding Week, The Butte County Women, Infants, and Children Supplemental Nutrition Program (WIC) will host a parade at the Saturday Farmers Market in Chico on August 10th at 10:00 am. Decorations and signs will be available at the WIC booth before the parade. Those who wish to participate should check-in at the WIC booth before the parade starts.

The WIC booth will be set-up from 7:30 am to 1:00 pm and will have fun activities for all ages, including a photo booth, nutrition education, breastfeeding support and food demonstrations provided by SNAP-ED and Cal Fresh Outreach.

The American Academy of Pediatrics (AAP) recommends all babies be breastfed for their entire first year. Breastfeeding provides numerous health and emotional benefits to both mother and baby; research supports that there is no better food than breast milk for a baby's first year of life.

About WIC:

The [Women, Infant, and Children Supplemental Nutrition Program \(WIC\)](#) is designed to support families by providing supplemental nutritious foods, nutrition education, breastfeeding support in conjunction with referrals to healthcare and community programs during times of critical growth and development. WIC works to prevent the occurrence of health problems and improve the overall health status of families in Butte County.

Learn more about [World Breastfeeding Week](#).

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