



Maternal and Child Health Coalition

of Greater Kansas City

Press Release

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Breastfeeding – A Family Affair

Kansas City, MO – The Maternal and Child Health Coalition’s Breastfeeding Committee is convening a free, city-wide breastfeeding health fair on Saturday, August 4, 2007 at the Swope Health Services, 3801 Blue Parkway, Kansas City, Missouri from 9 AM – 2 PM. This event celebrates the World Breastfeeding Week (August 1-7, 2007) and is sponsored by the Maternal and Child Health Coalition of Greater Kansas City, Swope Health Services, La Leche League, and the Greater Kansas City Chapter of Lactation Consultants.

The Breastfeeding Committee believes that the entire family has a stake in making sure that babies are breastfed! Mothers need the support of immediate and extended family to feel comfortable in both initiating and continuing breastfeeding. The purpose of this fair is to inform, educate and promote breastfeeding in the Greater Kansas City community, specifically in the African-American community, where breastfeeding rates remain low. The fair features a mile long Walk for World Breastfeeding as well as several topics of interest for mothers and families. Speakers will address topics such as ‘overcoming obstacles to breastfeeding’ and ‘breastfeeding and working’, among others. Several vendors will showcase their products and services geared towards breastfeeding. Door prizes and free giveaways will be distributed.

Registration opens at 9:00 AM, enter at the Swope Health Services’ main entrance, closest to the corner of Blue Parkway and Cleveland Avenue. Parking is available. For more information about the fair and/or to be a vendor, please contact Paul Cesare at 816-283-6242 ext. 239.

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Maternal and Child Health Coalition promotes the health of mothers and children through community planning, education, advocacy and collaboration with organizations addressing infant mortality, immunization, childhood obesity, maternal health and child safety. Interviews are available upon request.