



MEDIA ADVISORY

www.mcleancountyil.gov/health



200 W. Front St.

Bloomington, IL 61701

(309) 888-5450

MEDIA ADVISORY
Aug. 3, 2009

CONTACT: Bree Davis
(309) 888-5489

Health department to host Breastfeeding Friends Fair for WIC clients tomorrow

What: The first-ever Breastfeeding Friends (BFF) Fair for McLean County Health Department WIC clients. The BFF Fair is a health fair where WIC clients will be introduced to the new supplemental food packages being offered through the WIC program beginning in August. It is the first significant change in WIC food packages in nearly 30 years. The changes in the food packages reflect recent nutrition guidelines and are also intended to promote breastfeeding. The new food packages offer more food to breastfeeding clients than to clients who do not breastfeed.

WIC clients will also be able to visit different health vendors to get information about keeping themselves and their children healthy. All clients will be entered into a raffle prize drawing.

When: 9 a.m.-3 p.m. Tues. Aug. 4. The BFF Fair is being held in observance of World Breastfeeding Week, which is Aug. 1-7.

Where: McLean County Health Department, rooms 323 and 324.

Who: The BFF Fair is open to McLean County Health Department WIC and family case management clients only. Health department staff, along with representatives from other health and human service agencies and local businesses, will be offering health information and providing services to clients during the fair.

Additional Information: Women, Infants, and Children Nutrition Education and Supplemental Food Program (WIC) is a state-wide program that promotes breastfeeding; provides nutritious foods for health, growth and development; encourages regular health care; and promotes food nutrition through education. Nutritious food packages and coupons are provided at no cost to pregnant, postpartum or nursing women; infants and children under five years old who demonstrate a need as determined by the following WIC guidelines:

- Resident of McLean County
- Pregnant or have had a baby in the past 6 months
- Have a child younger than 5 years old
- Have physical, nutritional, and financial need (determined by evaluation and screening)

Media: Please contact Bree Davis at 888-5489 before Tuesday if you would like to attend and cover the event.

###