

News Release

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Big Latch On set for Friday

August is Breastfeeding Awareness Month and to kick off the annual recognition, the Breastfeeding Network of Knox County is once again participating in the Global Big Latch On. This year's local event takes place on Friday (8/2) from 9:30 – 11 a.m. at New Hope Early Education Center. It is open to all local mothers and their children who are currently breastfeeding or who have participated in breastfeeding. Friends and family members are also invited to attend.

The Global Big Latch On is held over three days with communities participating on one of the days with a designated "latch" time. The event celebrates breastfeeding families in the community they live in and promotes breastfeeding as normal part of day-to-day life at a local community level.

Initially known as just the Big Latch On, the event first started in New Zealand in 2005 and came to the United States in 2010. Now a worldwide event, the Global Big Latch On has grown to involve nearly 60,000 women and children in 28 countries and nearly 800 locations. This year marks Knox County's fourth year to participate in the event.

The Breastfeeding Network of Knox County is comprised of the WIC division at the Knox County Health Department, Knox Community Hospital, Starting Point and the Help Me Grow program. For more information, contact Heidi Myers at the Knox County Health Department, 740-392-2200, Ext, 2283 or hmyers@knoxhealth.com

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