

For Immediate Release  
July 27, 2008

## **QUINTESSENCE BREASTFEEDING CHALLENGE 2008**

Ready, set, SUCK!

On Oct. 11 at 11 a.m. mothers and babies will gather at SilverCity Victoria at Tillicum Centre to take part in the first ever global synchronized breastfeeding event. The goal is to set the world record for the most babies breastfeeding at one time. The winners of the competition will be the region with the most babies participating as a percentage of the birth rate.

The purpose of the event is to celebrate breastfeeding and show support for breastfeeding women and their families. It's a chance for education and peer support in a fun, social way.

### ***Quintessence Breastfeeding Challenge 2008***

**SilverCity Victoria at Tillicum Centre**

October 11, 2008

**Registration: 10 am**

**Challenge: 11 am**

Admission is free. There will be live demonstrations, displays, special guest speakers and many great door prizes for moms and babies. Every child participating will receive a certificate commemorating the event. Breastfeeding moms won't want to miss this opportunity for the baby book!

This event takes place as part of the celebration to close World Breastfeeding Week in Canada, October 1st to 7th. For more Victoria specific details, visit [www.breastfeedingmatters.ca](http://www.breastfeedingmatters.ca)

For more information about this challenge across North America contact Quintessence Foundation at 604-228-9331 or visit their website [www.babyfriendly.ca](http://www.babyfriendly.ca)

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