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**FOR IMMEDIATE RELEASE**

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**Calling All Breastfeeding Moms: Putnam County Participates in Global Breastfeeding Awareness Event**

Brewster, NY- On Friday, August 1, Putnam County's breastfeeding moms will join thousands of others around the world for the 2014 "Big Latch On." The annual event, an opportunity to support and promote breastfeeding, is traditionally held during World Breastfeeding Week, August 1 through 7. Last year more than 14,000 children were breastfed simultaneously in 845 locations in 28 countries.

Putnam's "Big Latch-On" is hosted by the Putnam County Department of Health (PCDOH) and will take place at the Carmel Fire Department, 94 Gleneida Avenue, the only site in Putnam County. Participants will receive goody bags, door prizes will be awarded, and refreshments served.

"The latch-on event is part of our broader initiative to promote and support this highly beneficial practice for both maternal and infant health," explains Health Commissioner Allen Beals, MD, and he should know, having spent 22 years practicing as an obstetrician/gynecologist delivering over 4,000 babies. Among other programs, the PCDOH also provides a free breast-feeding support group which meets bimonthly with PCDOH nurses who are also International Board Certified Lactation Consultants (IBCLC).

Registration for the event begins at 9:45 a.m. and latch on is promptly at 10:30 a.m. Moms should arrive by 10 a.m. to complete registration and settle in, and are encouraged to bring a blanket, pillow or cushion for more comfortable seating. All breastfeeding mothers in Putnam and surrounding counties are invited to participate and help break last year's record. Siblings, other family members, and friends are

welcome as well. For more information or to pre-register, call 845-808-1390, ext. 43119. To learn more about the Big Latch On, visit [www.biglatchon.org](http://www.biglatchon.org). For more information on the PCDOH's maternal child health programs, you can visit their dedicated Facebook page at [www.facebook.com/putnamparents](http://www.facebook.com/putnamparents).

The Health Department's mission is to improve and protect the health of the Putnam County community, composed of nearly 100,000 residents. Core services include community health assessment, disease surveillance and control, environmental health protection, family health promotion and health education. For more information, please visit our website at [www.putnamcountyny.com/health](http://www.putnamcountyny.com/health) or visit our social media sites on Facebook at [www.facebook.com/putnamhealth](http://www.facebook.com/putnamhealth) and Twitter @PutnamHealthNY.

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