



MEDIA ADVISORY

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Medical City Supports Mass Breastfeeding Event

Medical City staffers take part in worldwide synchronized breastfeeding day August 4

WHAT: Medical City lactation consultants and nurses will take part in a mass breastfeeding event in Dallas on August 4. It's part of "The Big Latch On," a campaign to encourage breastfeeding around the world on August 3 and 4, bringing awareness to its benefits for mother and baby. Women around the world are encouraged to breastfeed at 10:30 a.m. on both days. More information on the global campaign is available at www.biglatchon.org.

Our lactation consultant is available for morning show interviews or other interview requests on Thursday, Friday and Saturday, to discuss the event, and breastfeeding.

WHEN: **Saturday, August 4**

10:30 a.m. – mothers have been asked to be in place by then, to allow for an actual count

WHERE: Community Baby Cafe

8202 Spring Valley Road

Dallas, Texas

VIDEO/PHOTO OPPORTUNITIES: **A Medical City lactation consultant is available for interviews prior to the day of the event. Video of a mother breastfeeding can also be arranged, for advance stories.**

BACKGROUND: Founded in 1974, Medical City is recognized for its state-of-the-art medical facilities and commitment to excellence in patient care. Located in Dallas, the medical team consists of more than 1,150 physicians, many of whom are recognized as the world's best in their specialties. The medical center includes a breadth of nationally and internationally acclaimed specialty programs, including cardiovascular, craniofacial, bariatric, oncology and transplant services.