



# GOING for GOLD

## WORLD BREASTFEEDING WEEK 2008

BMSG(S) celebrates World Breastfeeding Week with the theme "Going for Gold" to increase awareness of the need for and value of providing support to breastfeeding mothers. Just as an Olympic athlete needs support to get the gold medal, a mother requires support to achieve the gold standard of infant feeding: the World Health Organization recommends mothers breastfeed their infants exclusively for six months and provide appropriate complementary foods with continued breastfeeding for two years and beyond. **Every mother can achieve the gold standard!**

To build camaraderie amongst breastfeeding mothers, join us for a mass breastfeeding. Listen to experts share on "Why should mothers breastfeed their babies beyond six months?", "What's wrong with breastfeeding" and "A father's role in breastfeeding and upbringing of their children". Attractive lucky draw prizes, a Kiddy Olympics and cash prizes from the breastfeeding photo contest to be won. Go to [www.breastfeeding.org.sg](http://www.breastfeeding.org.sg) and join our breastfeeding photo contest now!

**Date:** 16 August 2008, Saturday  
**Time:** 12.30pm – 4.00pm  
**Venue:** NVPC, The Giving Place @ The Central Above Clark Quay MRT station

**Sign-up now with your family @ \$10 per adult.**  
 Free for children below 12 years of age.

**FREE**  
**goodie bag**  
**worth \$15 for**  
**first 200!**

Download the registration form in [www.breastfeeding.org.sg](http://www.breastfeeding.org.sg) and then, email [office@breastfeeding.org.sg](mailto:office@breastfeeding.org.sg) or fax to 6337 0508 to register.

Organized by:



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