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FOR IMMEDIATE RELEASE

August 14th, 2024

**Join Us for a Fun-Filled Event Celebrating
National Breastfeeding Month: (Breast) Milk and Cookies!**

The Northwest Michigan Breastfeeding Coalition invites families to celebrate National Breastfeeding Month with a special event, "(Breast) Milk and Cookies." It will be on Saturday, August 24, 2024, from 10 a.m. to 12 p.m. at the Silver Lake Recreation Area in Traverse City, MI.

The Northwest Michigan Breastfeeding Coalition is a collaboration of regional lactation support professionals employed by various community agencies.

"Our region is consistently a leader in the State of Michigan when it comes to breastfeeding rates," said Autumn Jurek, RN, IBCLC at the Benzie-Leelanau District Health Department. "Part of that is because we have such a strong network of support available to people who want to breastfeed. Come celebrate National Breastfeeding Month with us and meet the people who are passionate about helping families meet their breastfeeding goals."

"Everyone's feeding journey is different with their baby," said Cindy Purvis, BSN, RN, IBCLC at the Grand Traverse County Health Department. "The coalition is here to support families in their journey, and we are lucky enough to have an event where we can also celebrate that."

"As a lactation nurse at Munson Medical Center, our mission is to support moms on their breastfeeding journey, starting in the hospital," Denise Whitney, RN, IBCLC at Munson hospital. "However, sometimes breastfeeding challenges happen after being discharged from the hospital. Through the Milk and Cookies event, we aim to bring awareness about the resources available for families to help achieve their breastfeeding goals, ensuring every family has the best possible start. Please join us in our second annual breastfeeding event to learn more."

Enjoy complimentary cookies and refreshments, connect with other families and community agencies, and capture the moment with free professional family and breastfeeding photos. This is a great opportunity to connect with area professionals to get your questions answered and to learn about local supports that are available.

With generous support from the Munson Healthcare Foundation, the first 25 attendees will receive a special door prize. Raffle prizes include postpartum goodies and spa gift cards worth up to \$200. Bring a friend and double your chances of winning!

This event is free and open to all, don't miss out on this wonderful community gathering!

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