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ANTELOPE VALLEY HOSPITAL AND THE WOMEN, INFANTS AND CHILDREN SUPPLEMENTAL NUTRITION PROGRAM RECOGNIZE WORLD BREASTFEEDING WEEK

(LANCASTER, CA – July 30, 2010) — Antelope Valley Hospital is joining forces with the Women, Infants and Children (WIC) Supplemental Nutrition Program to raise awareness of the benefits of breastfeeding and to promote exclusive breastfeeding during the first six months of life. WIC is a federally-funded nutrition and health program designed to help families of low to medium income raise healthy children. World Breastfeeding Week is August 1 – 7, 2010, and incentives are available at AVH and at the AVH WIC offices to support and encourage breastfeeding moms.

Breastfeeding benefits both mother and baby. Breastfed children have a lower risk of developing allergies and contracting infections, and mothers who breastfeed can recover from labor and delivery sooner than those who don't. Because of these benefits, breastfeeding moms that give birth at AVH between August 1 & 7, 2010 will receive a 10% discount coupon good for any purchase in the Family Resource Center at the Women and Infants Pavilion through August 31, 2010. Nursing bras and breast pumps are some of the items for sale.

The AVH-operated WIC offices are also participating in new state-wide WIC nursing bra and breast pump programs. Mothers that breastfeed exclusively for two months without receiving formula coupons from WIC will be eligible to receive a free

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boutique quality nursing bra valued at \$50. Free personal electric breast pumps are available to qualified mothers that breastfeed past the first month of their baby's birth. These incentives are on-going, so they will continue after World Breastfeeding Week.

“Research has consistently proven that breast milk is the healthiest option for babies,” notes Edward Mirzabegian, AV Hospital Chief Executive Officer. “I encourage eligible mothers to take advantage of the breastfeeding support and incentives offered through the AVH WIC program so their children can enjoy a healthy start to life.”

For more information on the breastfeeding incentives, please call the WIC office at (661) 949-5805 or (661) 726-6300.

About Antelope Valley Hospital

Celebrating more than 50 years of caring for the community, Antelope Valley Hospital, a facility of Antelope Valley Healthcare District, is a non-profit, 420-bed hospital that was founded in 1955. The hospital is dedicated to providing quality care and services to everyone in the Antelope Valley. AV Hospital is located at 1600 West Avenue J in Lancaster, California. For further information, please visit www.avhospital.org or call 661-949-5000.

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