



## **MEDIA INVITATION**

### **Celebrate all forms of breastfeeding in Waitaha / Canterbury**

Te Puawaitanga ki Ōtautahi Trust, Canterbury Breastfeeding Advocacy Service and Women's Health Action are participating in The Big Latch On, an annual public health initiative to promote and celebrate breastfeeding, as well as support and connect parents and whānau on all infant-feeding journeys, within their own communities.

**What:** The Big Latch On, a global event that celebrates those who breastfeed/chest-feed with the aim of reducing some of the most common barriers to continue to breastfeed.

**When:** Rāmere / Friday, Paenga-whāwhā / April 14 from 10am to 1pm

**Where:** Aranui Wainoni Community Centre, 31 Hampshire St, Aranui

**Who:** Journalists are invited to attend to take photographs, meet participants and speak to Canterbury Breastfeeding Advocacy Service.

The Big Latch On supports communities to identify and grow opportunities for ongoing breastfeeding support and promotion. It provides an opportunity for women and whānau to make new friends, network and feel more confident about breastfeeding (particularly in public).

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## **MEDIA CONTACT**

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## **ABOUT**

**Te Puawaitanga ki Ōtautahi Trust** is a kaupapa Māori community trust providing a range of high impact health, education, social and community services. Established by the Ōtautahi Branch of the Māori Women's Welfare League, our services support whānau across the different stages of life.

Our vision is of safe, healthy and connected whānau securing positive futures for all generations. We are guided by our whakatauki: *Mō tātou, ā, mō ngā uri ā muri ake nei – For us and for those who will come after us.* *Me aro koe ki te hā o Hineahuone – Pay heed to the dignity of women.*