

## **Fort Worth Families Will Gather in August to Support Global Breastfeeding Initiative**

*The free 5th Annual Family Expo & Big Latch On features one minute of synchronized breastfeeding to raise awareness and increase support*

Fort Worth, Texas ([PRWEB](#)) July 07, 2016 -- Thousands of breastfeeding women and their children across the world will gather in their own communities during World Breastfeeding Week to take part in the Global Big Latch On, a synchronized breastfeeding event. To mark the occasion in North Texas, families can attend the 5th Annual Family Expo & Big Latch On from 9 a.m. to 1 p.m. Saturday, August 6, at Fort Worth Botanic Garden.

Mothers can breastfeed simultaneously from 10:30 to 10:31 a.m. to attempt to break the 2015 record of 278 latched children. The event is free and will be held primarily indoors at Fort Worth Botanic Garden's Redbud and Oak Hall.

More than 50 vendors will showcase booths targeted toward health, pregnancy, women and families with babies and children. Event sponsors are [Tarrant County Breastfeeding Coalition](#), [Mothers' Milk Bank of North Texas](#) and [JPS Health Network](#).

"The purpose of the event is to increase support for nursing mothers, positively support breastfeeding in public and make breastfeeding a normal part of day-to-day life," Jacque McCollum, event organizer for Tarrant County Breastfeeding Coalition, said.

Globally, the Big Latch On takes place annually during World Breastfeeding Week, August 1 – 7, which is organized by the World Alliance for Breastfeeding Action. This week commemorates the signing of the WHO/UNICEF document [Innocenti Declaration](#), which lists the benefits of breastfeeding, plus global and governmental goals.

Breastfeeding contributes to the normal growth and development of babies/children. The World Health Organization recommends breastfeeding exclusively for the first six months of a baby's life and to continue to breastfeed for 2 years and as long thereafter as is mutually desired by a woman and her child.

### About Tarrant County Breastfeeding Coalition

Tarrant County Breastfeeding Coalition was established in 2011 as a grassroots movement to protect, promote and support breastfeeding in Tarrant County. The group reaches the community through outreach, events and media and is supported by members ranging from healthcare professionals to breastfeeding moms. To learn more, visit [www.tarrantbfcoalition.com](http://www.tarrantbfcoalition.com).

**Contact Information****Amy Trotter**

Mothers' Milk Bank of North Texas

<http://www.texasmilkbank.org>

+1 817-946-9381

**Online Web 2.0 Version**You can read the online version of this press release [here](#).