
FOR IMMEDIATE RELEASE

August 9, 2022

MEDIA ADVISORY

Fresno EOC WIC is Celebrating National Breastfeeding Month

August is National Breastfeeding Month. It's dedicated to promoting breastfeeding benefits, advocacy, and support for breastfeeding babies, families, and communities. Fresno EOC WIC supports breastfeeding every day, and in August, they increase their advocacy and training to provide additional support to breastfeeding families. They are hosting a special drive-thru event on August 11 for their participants.

What: Breastfeeding Awareness Drive-Thru Event
Celebrating Fresno EOC WIC breastfeeding families! Families will get gifts along with items from our Books4Kids campaign and Farmer's Market coupons (if eligible)

Date: August 11, 2022
9:00 a.m. – 10:00 a.m. (best time to go)

Location: Fresno EOC WIC
3257 E. Shields Avenue (near First Street)

Available for Interviews:

- Julie Casillas, RD,IBCLC - Dietitian Manager – Breastfeeding Services, Fresno EOC WIC
- Gladis Perez, CLC,WNA – Outreach Specialist – Fresno EOC WIC

[Fresno EOC WIC](#) supports local families in meeting their feeding goals. They have more than 45 breastfeeding specialists at five locations who can provide support. They also have a breastfeeding phone line, breastfeeding peer counselors, and an [electric pump loan program](#).



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Supporting breastfeeding families is extremely important, especially during the recent infant formula crisis. Parents need evidence-based information and support to meet their feeding goals to ensure the health of their babies. Fresno EOC WIC can provide this support and is available to answer any questions families may have!

And as an employer, Fresno EOC WIC supports breastfeeding mothers with a time and private place to pump. Visit the [California's Lactation Accommodation Law website](#) for more information on workplace breastfeeding accommodations.

[About Fresno EOC WIC](#)

Fresno EOC WIC provides healthy food, nutrition education, breastfeeding support, and family resources to more than 27,000 women, children, and families in Fresno County.

It's easy to enroll in Fresno EOC WIC. If you meet the [eligibility requirements](#), you can sign up for WIC by making an appointment and going to a local WIC office. You can also [enroll online](#), via virtual meetings, or via telephone. To sign up by phone, call (559) 263-1150 or text 1-888-412-5922. Fresno EOC WIC's Customer Care Center is available from 8:30am to 5:30pm Monday through Thursday, and Fridays from 8:30am to 4:30pm.

For media inquiries, please contact Julie Casillas at (559) 977-5004 or Julie.Casillas@fresnoeoc.org.

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