



1 - The American Academy of Pediatrics (AAP) recommends breastfeeding for at least one year. The World Health Organization recommends breastfeeding for two years or more.

2 - The Florida West Coast Breastfeeding Task Force is an organization comprised of community members and agencies. Our mission is to support, promote, and protect breastfeeding in Pasco, Hernando and Citrus Counties. This August, we will be celebrating The Latch On event, a national campaign to promote breastfeeding anytime, anywhere and increase awareness in the local business and the community.

3- The Big Latch On is an event that promotes awareness about breastfeeding and where women gather together to breastfeed at the same time around the world. This year, the FL West Coast Breastfeeding Task Force Big Latch On event will be hosted outside for a drive thru & tailgate celebration! Community partners and volunteers come together to promote their organization/business by providing a positive breastfeeding message in their booths during the drive thru event.

Will you join us? Corporate partners like you can get involved in several ways:

- Sponsor The Big Latch On local activities
- Make a donation to support The Big Latch On
- Promote Breastfeeding Friendly places to your customers in a cause marketing campaign

Proceeds from The Big Latch On support the Breastfeeding efforts of the Florida West Coast Breastfeeding Task Force to support, promote, and protect breastfeeding practices. I appreciate your consideration and hope you join us to support The Big Latch On event. Please feel free to contact us directly by calling Jessica at 727-841-7888 or jquintero@healthystartcoalitionpasco.org should you have further questions.

Thank you for all that you do to help our moms continue to breastfeed their babies anytime, anywhere!

Sincerely,

Jennie Rae Lanziero

President of the FL West Coast
Breastfeeding Task Force

