



Media Release for LLLC Groups

For distribution before September 30, 2025

The La Leche League Canada **(name)** Group(s) will be taking part in the La Leche League Canada Great Canadian Latch-On on **(date)**

The La Leche League Canada Great Canadian Latch-On is a family activity that takes place during Canadian Breastfeeding Week, October 1 to 7. Local and online events highlight the normalcy of breastfeeding, chestfeeding, and feeding human milk to babies and children and raise awareness of the importance of protecting and supporting lactation.

Everyone is invited to attend, both nursing children and their families and the community members who support them. Our event takes place in/at **(location)**.

The activity begins with / includes the Latch-On challenge at **(time)** in/at **(specific location, if different)**. The goal of the Latch-On is to gather as many babies as possible who nurse in the same location and at the same time. This friendly cross-Canada challenge is a chance for families to have fun, for parents and supporters to meet each other, and for the public to learn more about La Leche League Canada.

The Great Canadian Latch-On in **(location)** includes activities for the whole family: a colouring table, recognition of community supporters, and information about La Leche League Canada.

We are grateful to our local Leaders for organizing this year's activities. LLLC Leaders are parents who have breastfed or chestfed their own children and now volunteer to support others to reach their breastfeeding or chestfeeding goals. LLLC Leaders are volunteers who are accredited after a detailed training program and have access to current scientific and legal information to help support others. Local Leaders are available for support at **(email or phone)**.

We also thank **(individual supporters' names and organizations)** for providing **(financial assistance, donations to LLLC, space, etc.)** and for the work they do supporting breastfeeding, chestfeeding, and human milk-feeding families in our community.

Donations can be made to LLLC at: **(Group donate page)**

LLLC-**(name)** monthly meetings take place **(details)**. For more information about La Leche League Canada, go to LLLC.ca.

Contact information:

(name, preferred contacts)