



La Leche League Canada

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Actor Sitara Hewitt of *Little Mosque on the Prairie* filming PSA in September for La Leche League Canada to help other breastfeeding mothers get help and support.

Toronto actor Sitara Hewitt is probably best known for her leading role in the hit comedy *Little Mosque on the Prairie*. But the role she's most proud of, Hewitt says, is being a breastfeeding mom to her young son.

She knows from her own experience that while breastfeeding is natural, it isn't always easy. "Breastfeeding is a skill," she says, "that needs to be learned by you and your baby. But I promise you that it becomes a very cool experience and the rewards are monumental compared to any challenges you may encounter in the first few weeks."



photo © S. Hewitt, 2010

Hewitt's volunteering her time to help other mothers discover the rewards of breastfeeding. She recently completed filming of a Public Service Announcement for La Leche League Canada (LLLC) that will be shown across Canada later in the year. Filming took place at the Oakville Galleries building located in Gairloch Gardens in Oakville.

LLLC is a national organization of volunteers, all experienced breastfeeding mothers, who help new mothers by providing up-to-date information and support. Pregnant and nursing moms can contact a volunteer for help by email, by phone, or by going to a meeting. There is no charge for these services. The website www.lllc.ca lets mothers search for local information or email a question.

"We are thrilled to have Sitara sharing her message on our behalf," says Pat Millar, spokesperson for LLLC. "We know that moms need support. Most Canadian mothers want to breastfeed their babies, but the statistics show that too many stop breastfeeding before they planned or wanted to. La Leche League can help mothers get past the challenges that might otherwise lead to early weaning – and that's the message Sitara is helping us share."



Oakville Galleries, Gairloch Gardens
photo © Oakville Galleries, 2010

Other mothers and babies from southern Ontario also participated in the session which was produced and shot by Allan Wylie and Shadow Pictures Media. "Mothers shared their breastfeeding stories and how they found solutions to any problems they encountered," explains Millar.

La Leche League Canada raised funds for the project from a variety of sources and received financial support from individual donors and from the Yukon Territory Department of Health and Social Services and the New Brunswick Department of Health.

For more information, please contact:

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