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FOR IMMEDIATE RELEASE

World Breastfeeding Week

[Oxnard, Calif.] August 1st to 7th is World Breastfeeding Week. Ventura County's Women, Infants, and Children (WIC) Nutrition Program is using the seven-day celebration as an opportunity to remind women that eating well both during and after pregnancy is important to the health of their child.

WIC serves pregnant women, new mothers, infants and young children, under the age of five, who live in California. WIC provides nutrition education, breastfeeding information and support, financial assistance to purchase healthy foods like fruits and vegetables, and referrals to free or low cost health care and community services.

WIC is for those who have low to moderate incomes; a family of two can earn up to \$2,538 per month, before taxes, to qualify. A family of three with an income up to \$3,204 per month is eligible. Current recipients of Medi-Cal, CalFresh (food stamps) or CalWORKS (TANF) benefits, may also qualify.

It is advised that qualified women enroll in WIC as soon as they learn they are pregnant to give their baby a healthy start in life. Working families and children under the age of five who have foster parents or legal guardians can also qualify. Migrant families are welcome to apply as well.

The Ventura County WIC program has offices in Oxnard, Ventura, Santa Paula, Fillmore, Thousand Oaks and Simi Valley. To apply for WIC or learn more about the program, call (800)-781-4449 and choose option 3, or (805) 981-5251. You can also visit www.vchca.org/women-infants-and-children-wic for more information.

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