

# ANNOUNCEMENT FOR

## WORLD BREASTFEEDING WEEK CELEBRATION AWARDS (2010)

*Theme:*

*Breastfeeding: Just 10 Steps! The Baby Friendly Way!!*

Dear Friends,

The World Breastfeeding Week (WBW) from 1st-7th August 2010 is fast approaching. I hope you are geared up to observe the week by organizing activities to call for support to women to breastfeed.

The theme for the WBW this year is "**Breastfeeding: Just 10 Steps! The Baby Friendly Way**".

The Breastfeeding Promotion Network of India (BPNI) is happy to announce awards for the WBW 2010 celebration and the categories are given below:

1. **Individual** 10 prizes for best activities
2. **Organizations** 10 prizes for best activities

The award consists of a memento, and a certificate from BPNI. We would appreciate if you could inform our office in advance of the activities you plan to undertake, as it we could promote your organization by publicizing it on our website.

**Criteria for selection:** Please send your activity report in the prescribed format (<http://bpni.org/WBW/2010/Reporting-Format-WBW-2010.doc>) by **September 30, 2010**, clearly mentioning the category applied for.

The decision of the BPNI National WBW Coordination Committee on Awards will be final. The prizes will be announced on 15th November 2010 and the award winner's list will be published on the BPNI Website.

With very best wishes and sincerely yours,

*Maria Martin*

Maria Martin

Coordinator, World Breastfeeding Week (BPNI)



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