



BreastFest

A Mini Family Carnival Celebrating Breastfeeding



| in conjunction with World Breastfeeding Week |

organised by Breastfeeding Mothers' Support Group (Singapore)

supported by World Alliance for Breastfeeding Action (WABA)

in collaboration with Tampines West CC Women's Executive Committee

DATE | 13 August 2006
TIME | 10 a.m. – 4 p.m.
VENUE | Tampines West Community Club

10.00

BreastFest Begins!

11.00 - 11.30

Opening Address by President of BMSG, Madam Yap Tian Sew
Speech by Guest of Honour, **Mr Masagos Zulkifli Bin Masagos Mohamad**, Senior Parliamentary Secretary, MP for Tampines GRC and Advisor to Tampines West Grassroots Organisations

Launch of BREASTography

This photography exhibition bears testament that Breastfeeding is an Art! The exhibition features 10 black-and-white images of mothers from all walks of life, and the intimacy that entails when a woman breastfeeds. BREASTography is brought to you by The Pond Photography.

11.30 - 12 noon

Nurse In Style – 1st ever Nursing Wear & Maternity Wear Fashion show

12.00 - 14.00

Lunch@Moms

Inspired by Manila's World Record of 3,738 simultaneously breastfeeding mothers, BMSG attempts to set our own very **National Record**. This will be our first simultaneous breastfeeding event. Be a name in history and join us to set a record!

Live counselling will be available by Lactation Consultants and our BMSG Counsellors during this event. Just come with questions!

Special appearance by **TripleNoise**, our infamous local rappers who will rap on breastfeeding!

13.30 - 15.00

BreasTalk – A Forum on Breastfeeding

Addressing the topic '**Making Breastfeeding a Mother's Best Friend**', BMSG has invited **Dr Julianah Abu (O&G)**, **Dr Koh Poh Kian (Pediatrics)**, **Lactation Consultant Ms Doris Fok** and celebrity moms **Annabelle Francis** and **Wendy Jacobs** to speak and share their experiences.

15.30 - 16.00

Results of **Blog-on-BREAST** and Prize Giving
BMSG announces **Lunch@Moms** Record!

16.00

BreastFest Closes

A Bazaar Sale starts from 10.00 a.m. and ends at 4.00 p.m. featuring New Maternity, Moms R Us, Motherneeds, Moms In Mind, Blessed Moms, Bumwear, I Want Milks, Mums & Babes, Whoopie Kiddies, Buds Skincare and Angel Baby Wipes. Don't miss out on the exclusive discounts at the carnival!

**REGISTER NOW –
you can buy tickets at:**

Tampines West CC

tel: 6788 1912, or at

BMSG office

during office hours
Mon, Tue, Thu, Fri 2-5 p.m.
Tel: 6337 0508

For just **\$5 per family**, this festival promises an educational and entertaining day for everyone! Refer to www.breastfeeding.org.sg for more updates on BreastFest, Registration Form, TWCC location map and directions!

First 500 families to register will receive a goodie bag with great value! Balloons will also be distributed on a first-come-first-serve basis.

Children's Programme will be conducted by Joyful Parenting between 12 noon – 3pm.

As seating is limited, do come early to avoid disappointment.

Main organiser:



Supported by:



In collaboration:



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