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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Tuesday, Sep. 23, 2014

HIDALGO COUNTY WIC PROGRAM HOSTS LACTATION CARE CENTER – RGV RIBBON CUTTING CEREMONY

Edinburg – The Hidalgo County WIC Program will host a ribbon cutting ceremony in celebration of the grand opening of the **Lactation Care Center – RGV**, on **Wednesday, Sept. 24, at 11:00 a.m.**

The specialty clinic, located in McAllen, will provide free assistance to mothers experiencing lactation challenges who are currently enrolled in the WIC Supplemental Nutrition Program. The center will provide one-on-one care options and offer mothers and their babies a calm nurturing environment. The staff includes a registered nurse, International Board Certified Lactation Consultants (IBCLC) and trained breastfeeding peer counselors. The center will also serve as a training center for WIC staff members, IBCLC's and other health care professionals who are interested in expanding their knowledge in the area of lactation.

The Hidalgo County WIC program was asked by the Texas Department of Health and Human Services to include the specialty clinic into the services the county already provides. After meeting the qualifications needed, the Lactation Center - RGV was implemented at the McAllen WIC office. The new Lactation Center is the fourth center in the state of Texas, with the other centers located in the Dallas, Houston and Austin metropolitan areas. The facility is expected to service approximately 100 to 150 women monthly.

WIC is a nutrition education program which provides supplemental foods and promotes good health for pregnant, breastfeeding or postpartum women; as well as infants and children up to the age of 5 years.

The event is free and open to the public. All residents and the media are encouraged to attend.

DETAILS

What: WIC Lactation Care Center - RGV

When: Wednesday, September 24, 2014
11:00 am – 2:00 pm

Where: McAllen WIC Clinic
3001 N. 23rd Street, Suite 2

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Hidalgo County Commissioners' Court

Ramon Garcia
County Judge

A. C. Cuellar, Jr.
Commissioner, Precinct 1

Hector "Tito" Palacios
Commissioner, Precinct 2

Joe M. Flores
Commissioner, Precinct 3

Joseph Palacios
Commissioner, Precinct 4

OFFICE OF HIDALGO COUNTY JUDGE RAMON GARCIA

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