

Saskatoon Quintessence 2008

Saskatoon's *Breastfeeding Matters* group organized this year's Quintessence challenge. The event's goal is to help promote, support and protect breastfeeding in Saskatoon and area. Once again, the event was a success!

We had 20 mothers who were breastfeeding 20 babies at 11 o'clock on October 11, 2008. This ties us with Mandelieu France, and Louisville Kentucky USA!



The location was new to us this year. It was held at The Refinery: a multipurpose facility for arts and cultural events in Saskatoon. Centrally located in the Broadway area, it has a lovely basement furnished with plush couches and cafe-style tables. The atmosphere was great for fostering conversations and building community.

To help bring women together for the event, we distributed coloured posters with pictures of last year's event to local libraries, civic centres, and locations where mothers typically gather. One mom who attended said she came because she saw our poster in a local library.



We were extremely fortunate to have successful sponsorship from over 20 businesses and community agencies. A local food security organization, CHEP Good Food Inc, donated the healthy snacks of muffins, cheese and apples. Some of the prizes given to participants included movie passes, baby booties, gift certificates for exercise and much more!

Our message reached far beyond the 20 moms who attended the event. Local television, radio and print media attended and interviewed moms about their breastfeeding experiences and why they support events like Quintessence.

Next year, we plan to expand our advertising by better using email and web-based tools. Our goal is to boost the number of moms who are breastfeeding for the challenge in Saskatoon. The ongoing goal that we work towards through the year is to continue to promote, support and protect breastfeeding.