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FOR IMMEDIATE RELEASE

***Imperial County Breastfeeding Coalition Fund
Established at the Imperial Valley Community Foundation***

EL CENTRO, CA (May 24, 2013) – The Imperial County Breastfeeding Coalition (ICBFC) has recently established the Imperial County Breastfeeding Coalition Fund (“the Fund”) at the Imperial Valley Community Foundation (IVCF).

The creation of the Fund signifies the start of an emerging partnership between IVCF and ICBFC to seek resources, local and from outside the Imperial Valley, to build a healthier community in Imperial Valley.

The Fund will support the mission of ICBFC, “dedicated to improving the health and well-being of infants and families through education, outreach and advocacy to promote and support breastfeeding.”

According to Irma N. Martinez, M.Ed, a Registered Dietician, International Board Certified Lactation Consultant, and Chairperson for the ICBFC, breastfeeding offers both health and economic benefits to families.

“Breastfed children develop fewer psychological, behavioral and learning problems as they grow older. Mothers who nurse have a unique bonding experience and enjoy social and economic advantages when avoiding buying formula with an average expense of \$800.00 dollars per year and less healthcare dollars in medical expenses,” said Mrs. Martinez. “Interference by offering artificial milk might lead to challenging situations and medical conditions like diarrheal disease, asthma, allergies, risk of developing diabetes and becoming overweight at an early age.”

The Fund joins a portfolio of nearly two dozen funds managed by the Imperial Valley Community Foundation benefiting local organizations and causes, many of which were established by local families and businesses.

“IVCF is proud to partner with the Imperial County Breastfeeding Coalition because of their work promoting healthy lifestyles and the importance of infant and mother care,” said Timothy E. Kelley, Chairman of IVCF and President/CEO of the Imperial Valley Economic Development Corporation. “Our position to learn the missions and goals of local organizations – especially those that have funds with us - and the work they are doing, helps us to better-connect donors with causes close to them, as well as keep our finger on the pulse of the community’s needs and existing services.”

Donations to the Fund are tax-deductible to the extent provided by law, and the Fund and Foundation welcome public support and contributions. Donations by check should be made payable to “Imperial Valley Community Foundation” with the memo “Imperial County Breastfeeding Coalition Fund,” and mailed to the Foundation’s office at 1440 W. Main St. in El Centro, CA 92243. For more information, please contact Bobby Brock, IVCF President/CEO at (760) 336-0055 or visit www.ivcommunityfoundation.org. For more information specific to the Imperial County Breastfeeding Coalition please visit www.icbfc.org.