

Breastfeeding – just part of the scenery

Are you a breastfeeding mum? Why not enter this fun new competition, and help celebrate breastfeeding – a natural part of life!

The competition is part of the Ministry of Health's education initiative to normalise and promote greater acceptance of breastfeeding in public.

To demonstrate support for breastfeeding, send in a photo or two of you and your baby dining against your region's best backdrops. Entries can be made in any of eight regions – Northland, Auckland, Upper Central North Island, Lower Central North Island, Wellington, Upper South Island, Canterbury/South Canterbury, Otago/Southland.

You could be on the shores of Lake Rotorua, at a South Auckland market, by a pohutukawa tree in the Far North, on a Southland sheep farm, in a Christchurch garden – anywhere you would normally breastfeed your baby when out and about.

Winners will be selected by public vote from the eight regions. For more information, see www.breastfeedingnzphotos.org.nz.

The competition runs from December to 12 February 2010. There will be first and second prize winners for each of the eight regions. First prize winners will receive a prize pack valued at \$400, while second place prizes are valued at \$100 each.

