



**REMIT TO:**  
**The Monitor**  
**Business Office**  
**PO Box 3267**  
**McAllen, TX 78502**

ACCOUNT NO. 40014217 BALANCE DUE \$400.00 CHECK NO. \_\_\_\_\_

MKT. CONSULTANT Letty Flores DEPARTMENT Advertising AMOUNT PAID \_\_\_\_\_

Hidalgo County WIC Program  
 Attn: Mague Gonzalez  
 3105 West University  
 Edinburg, Texas

INVOICE DATE	INVOICE NO.
8/3/2013	

**TO ASSURE PROPER CREDIT - PLEASE RETURN TOP PORTION WITH REMITTANCE - ENTER ACCOUNT NUMBER ON YOUR CHECK**

ACCOUNT NUMBER	CURRENT	PAST DUE 31-60 DAYS	PAST DUE 61-90 DAYS	PAST DUE 91-OVER
40014217.00	400.00	0.00	0.00	0.00

  

DATE	REF#	DISCRPTION	pub	AMOUNT
8/3/2013	Saturday	3x5 Big Latch On	The Monitor	400.00

Thank you very much for Advertising !!!

PREVIOUS BALANCE	NEW CHARGES	CREDITS	=	BALANCE
(+)	\$400.00	-	=	\$400.00

**The Monitor**  
 1400 E. Nolana Loop  
 McAllen, TX 78504  
 956-683-4000  
 Fed ID# 74-1157766  
 www.themonitor.com

**THIS STATEMENT IS DUE AND PAYABLE UPON RECEIPT. A SERVICE CHARGE OF 1.5% PER MONTH WILL BE CHARGED ON ACCOUNTS UNPAID 30 DAYS (ANNUAL PERCENTAGE RATE IS 18%).**

# Hidalgo County WIC "Big Latch" Celebration

Each August, Texas WIC promotes the value of breastfeeding for the health of infants, children, and women by observing World Breastfeeding Month.

This year, Texas WIC celebrates World Breastfeeding Month by highlighting the compassionate work of breastfeeding peer counselors with the theme, **Breastfeeding Support: Close to Mothers.** For most families, adjusting to life with a newborn takes time, a little help, and lots of encouragement. Moms will always turn to those closest to them for support, suggestions, and answers to their many questions. Continued support to sustain breastfeeding can be provided in a variety of ways. Traditionally, support is provided by the family. As societies change, however, in particular with urbanization, support for mothers from a wider circle is needed, whether it is provided by trained health workers, doulas, lactation consultants, community leaders, or from friends who are also mothers, or from fathers and partners. Peer counseling is a vital way in which mothers can get support close to where they are, and is a cost effective intervention for increasing exclusive and continued breastfeeding rates.

Breastfeeding contributes to the normal growth and development of babies/children, and babies/children who are not breastfed are at increased risk of infant morbidity and mortality, adult obesity, diabetes, cardiovascular disease, osteoporosis, and premenopausal breast cancer and ovarian cancer (both mom and baby). The World Health Organization recommends breastfeeding exclusively for the first six months of a baby's life to optimize these benefits, continuing to breastfeed for 2 years and as long thereafter as is mutually desired by a woman and her child.

The Hidalgo County WIC Program will celebrate World Breastfeeding Month with activities and celebrations surrounding the promotion and support of breastfeeding moms and the people who support them in their decisions to breastfeed.

On Friday August 2nd and Saturday August 3rd 2013 at 10:30am thousands of breastfeeding women and their babies/children across the world will gather in their own communities to take part in the Big Latch On, a synchronized breastfeeding event in multiple locations.

The first Big Latch On took place in Aotearoa New Zealand in 2005 and was introduced to Portland, Oregon in 2010 by Joanne Edwards. It has now taken off globally and in 2012 8862 children were counted breastfeeding as part of the Global Big Latch On. This year we are aiming to once again break this record! The Big Latch On is informed by the principles of community development, providing the opportunity for breastfeeding women to get together in their local communities, host their own events, and identify opportunities for on-going support.

Come and join us and be part of the Hidalgo County WIC Program "Big Latch" on Saturday, August 6 at the North San Juan Community Center located at 509 E. Earling Rd. at 10:00am. Public is invited.



For further information contact: **Diana Cardona, IBCLC, RLC, Breastfeeding Coordinator**  
(956) 381-4646 • [diana.cardona@wic.hidalgo.tx.us](mailto:diana.cardona@wic.hidalgo.tx.us) • [www.biglatchon.org](http://www.biglatchon.org)

**Press Release - July 24, 2013**

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Diana Cardona, IBCLC, RLC.

Breastfeeding Coordinator

(956) 381-4646

[diana.cardona@wic.co.hidalgo.tx.us](mailto:diana.cardona@wic.co.hidalgo.tx.us)

[www.biglatchon.org](http://www.biglatchon.org)

The Monitor Newspaper Half page ad Baby Cafe

From: lflores@themonitor.com  
 To: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Subject: The Monitor Newspaper Half page ad Baby Cafe  
 Date: 7/29/2013 3:24:24 PM

Rep.  
240913

The cost of the is \$450.00 w/online for Wednesday July 31st.

-----Original Message-----  
 From: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Sent: Monday, July 29, 2013 2:37pm  
 To: lflores@themonitor.com  
 Subject: Re: Fwd: Re: The Monitor Newspaper Half page ad Baby Cafe

Good afternoon:

Ms. Flores,

Can you publish the attached Press Release on Wednesday July 31.

If you need any additional info please contact me.

*Thanks in Advance.*

Best Regards,

Diana Cardona, IBCLC, RLC  
 WIC BF Coordinator  
 3105 W. University Dr.  
 Edinburg, TX 78539  
 diana.cardona@wic.co.hidalgo.tx.us  
 956-381-4646

----- Original Message -----  
 From: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Sent: 5/29/2013 3:40:05 PM  
 To: lflores@themonitor.com  
 Subject: Fwd: Re: The Monitor Newspaper Half page ad Baby Cafe

----- Original Message -----  
 From: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Sent: 5/29/2013 3:38:13 PM  
 To: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Subject: Re: The Monitor Newspaper Half page ad Baby Cafe

Good afternoon, Ms. Flores:

Our billing department is asking for the invoice of your services. If you can please contact Margarita Gonzalez at 956-381-4632 for more information. Thanks.

----- Original Message -----  
 From: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Sent: 4/8/2013 1:16:26 PM  
 To: lflores@themonitor.com  
 Subject: Re: The Monitor Newspaper Half page ad Baby Cafe

It's perfect. Thanks.

----- Original Message -----  
 From: lflores@themonitor.com  
 Sent: 4/8/2013 12:00:06 PM  
 To: "Diana Cardona" <diana.cardona@wic.co.hidalgo.tx.us>  
 Subject: The Monitor Newspaper Half page ad Baby Cafe

Here is the ad for tomorrow..

956-587-1980 cell  
956-683-4163 office  
The Monitor

Please call or email if you have any Questions.  
Thank You & Have a Great Day.

**Letty Flores**

Account R S - The Monitor

*We Are Not Just a Newspaper anymore!!*

Print, Valleywide Advertising(VMS,B'ville Herald),Print and Deliver,  
El Extra Spanish Newspaper, online advertising: [TheMonitor.com](http://TheMonitor.com),email blast and so much more.....

1400 East Nolana  
Office (956)683-4163  
cell (956)587-1980  
Fax(956)683-4123  
email : [lflores@themonitor.com](mailto:lflores@themonitor.com)  
[lettytjerina@yahoo.com](mailto:lettytjerina@yahoo.com)