

# What is World Breastfeeding Week?

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World Breastfeeding Week (WBW) is August 1st – 7th and celebrates the signing of the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding. It is celebrated in 120 countries on various dates. The theme for 2006 is "Code Watch: 25 Years of Protecting Breastfeeding." The International Code of Marketing of Breastmilk Substitutes, also known as "The Code," marks its 25th anniversary in 2006.

