

« *Prioritise Breastfeeding; create sustainable support systems.* »

Breastfeeding Photography Contest
as part of World Breastfeeding Week 2025



**entraide
sein-pathique**
ÎLES-DE-LA-MADELEINE

CONTEST RULES

1. The contest will take place between **September 1st and September 21st, 5 pm.**
This contest is open to residents of the Magdalen islands. Photos from residents of other regions will be posted, but are not eligible in the contest. Please note that it is the mother (parent) breastfeeding in the photo who wins the prize, not the photographer.
It is not necessary that the photo was taken in 2025.
2. To participate, all you need to do is download the registration form on our website **www.seinpathique.com**, it can also be sent by email if you send a request to **soutien@seinpathique.com** or via our Facebook page.
3. The completed registration form along with a **digital version of the photo** must be sent to: **soutien@seinpathique.com**
4. We are looking for all types of photos, **amateur or professional**, representing a mother (parent) breastfeeding their child in different contexts, circumstances and environments. The selection committee reserves the right to exclude certain photos if they do not correspond to the criteria or to the organization's mission. The photo can be in colour or black and white.
5. The photo will be exposed in different locations, **including social media**, during World Breastfeeding Week 2025, which takes place at the end of September, and visitors can choose the photo ***coup de coeur*** by voting. The selection committee will calculate the number of votes received for each photo. The photo with the most votes will be declared « Photo coup de cœur » and the designated participant will win a prize. A participation prize will also be randomly drawn among the participating photographs. All prizes must be accepted as is: they cannot be exchanged and have no cash value.
6. To be eligible for a prize, participants must complete and sign the registration form as well as ensure that all persons appearing in the photo also sign the document.

Any photo not accompanied by the registration form will be refused.