

Press Release

## Australian Breastfeeding Association endorses Hug-a-bub wrap carriers

*Babywearing is a helpful parenting tool, says ABA President*

**Embargoed: 23 July, 2014, Sydney, NSW:**

Australia's leading breastfeeding support and advocacy organisation has officially endorsed iconic wrap carrier Hug-a-bub.

The Australian Breastfeeding Association (ABA) says Hug-a-bub allows parents to carry their baby in one of the most natural ways possible.

The pure organic cotton Hug-a-bub wrap carrier offers closeness and security and can help make the transitional weeks of bonding with baby easier.

'ABA has supported babywearing as a helpful option for breastfeeding mothers since we started almost 50 years ago. Having mother and baby close together helps with breastfeeding as a mother can more easily learn her baby's cues and respond to their needs,' ABA President Rachel Fuller said.

'Most young babies also need to feed quite frequently and babywearing can assist a mother to carry on with her daily life while being able to breastfeed wherever and whenever she needs to.'

Hug-a-bub lets parents respond quickly to their baby's needs, while enjoying hands-free convenience and the breathability of all cotton.

Ms Fuller said that in considering the endorsement it was important to ABA that Hug-a-bub carries babies in the optimal "deep seat" position for good hip, back and spine development, with legs and bottom forming a "froggy" or "M" shape.

Hug-a-bub wrap carriers can be worn from a newborn to over 14 kg and will be used often in the first months.

Responding to the endorsement, distributor of Hug-a-bub, Fertile Mind's Christine Kininmonth, said Hug-a-bub would benefit from ABA's historically significant status as a long-time supporter of babywearing, and one of Australia's most recognised not-for-profit parenting support services.

"Parents know that ABA partners with companies whose products meet the highest standard and Fertile Mind is very pleased to further an already long and strong association with ABA."

Fertile Mind is a Trained Partner with the German baby carrying institute Die Trageschule Dresden, and works with organisations such as ABA to promote sling safety and babywearing education amongst new parents.

The endorsement of Hug-a-bub is effective from today. Hug-a-bub is Fair Trade and available at ABA's retailer Mothers Direct.

Organic cotton wrap (with self-storage pocket) \$99, Organic cotton lightweight wrap (no pocket) \$89.

*To arrange an interview with Rachel Fuller, ABA President, please contact:*

Susan Greenbank

**Ph:** 03 9805 5519 or 0416 190907

[marketing@breastfeeding.asn.au](mailto:marketing@breastfeeding.asn.au)

## **About ABA**

As Australia's leading authority on breastfeeding, the ABA supports, educates and advocates for a breastfeeding inclusive society. Through a range of services, ABA supports and encourages women who want to breastfeed or provide breastmilk for their babies, and advocates to raise community awareness of the importance of breastfeeding and human milk to child and maternal health.

Read more: [www.breastfeeding.asn.au](http://www.breastfeeding.asn.au)

*To arrange an interview with Suzanne Shahar, designer of Hug-a-bub, or Christine Kininmonth, Director, Fertile Mind – distributor of Hug-a-bub carriers, please contact:*

Fertile Mind

**Ph: 02 99050199**

[christine@fertilemind.com.au](mailto:christine@fertilemind.com.au)

## **About Christine Kininmonth**

Renowned as the inventor judge on ABC Television's 'The New Inventors' program, and a former commercial television and Sky News presenter, Christine Kininmonth is as well known for developing one of Australia's most successful maternity products - the **bellybelt**.

Christine is now currently fast becoming a thought leader on the benefits of babywearing, and says she is keen to share the body of research and knowledge she's discovered supporting the use of baby carriers and slings and disseminate it to a wider audience. She is Australia's board member on the international Baby Carrier Industry Alliance.

Christine has been inducted into the Australian Businesswomen's Hall of Fame. She is married with four children, and is co-director of Fertile Mind with long-time business partner Peter Hooker.

Find out more from Christine's blog: [www.fertilemind.com.au/christine](http://www.fertilemind.com.au/christine)

## **About Fertile Mind™**

The story of the evolution of Fertile Mind from a part-time garage enterprise with a simple and single innovative maternity product, into one of Australia's leading maternity brand families and online retailers of maternity and early childhood products is simply extraordinary.

Read more: [www.fertilemind.com.au/aboutus](http://www.fertilemind.com.au/aboutus)