

## Media Release

### Tara Moss launches *Little Ray of Sunshine* rose to celebrate Australian Breastfeeding Association 50<sup>th</sup> birthday

Novelist, TV presenter and UNICEF Australia National Ambassador for Child Survival Tara Moss launches the Australian Breastfeeding Association (ABA)'s *Little Ray of Sunshine* rose at the Melbourne International Flower and Garden Show on Thursday 27 March.

'To mark 50 years of advocacy and support for breastfeeding mothers is a privilege,' Tara Moss said.

'The Australian Breastfeeding Association is borne of community advocacy and it's right that the rose is named *Little Ray of Sunshine* after the many babies the association has supported mothers to breastfeed over the past half century,' Ms Moss said.

*Little Ray of Sunshine* celebrates ABA's 50<sup>th</sup> birthday year. Sales of the rose will assist ABA to provide vital information and support to the more than 80,000 mothers who seek its help with breastfeeding each year.

Research shows more than 90 per cent of Australian mothers want to breastfeed so it is important they receive the right support to breastfeed for as long as they want to.

The rose has been introduced for ABA by Australian rose expert and presenter on *The Garden Gurus* Kim Syrus.

'*Little Ray of Sunshine* is an exquisite hybrid tea rose,' Mr Syrus says. 'Each bright yellow bloom carries a delightful citrus and rose scent and the rose will flower continuously throughout the growing season. It is ideal as a cut flower and this hardy and healthy rose will grow equally well in both garden and pot alike up to a height of 1.5m.'

*Little Ray of Sunshine* can be ordered from March – July through the website [www.abarose.com.au](http://www.abarose.com.au) and will be delivered directly to homes as a bare-rooted plant in July/August.

The rose was named by ABA member Miriam Hurworth of Western Australia – 'my son is my little ray of sunshine and ABA provides a little ray of sunshine to mothers who might otherwise be struggling in the dark without ABA's vital guidance and support', Ms Hurworth said.

Formerly known as the Nursing Mothers' Association, ABA was founded in 1964 by six young mothers and has helped more than three million Australian mothers breastfeed since then.

**ENDS.**

#### **Launch details and photo opportunities:**

Photos are available with Tara Moss, the rose and mums and babies from ABA

**Date:** Thursday 27 March 2014

**Time:** 9.45am

**Venue:** Main stage, Ground Level, Melbourne Exhibition Building, Melbourne International Flower and Garden Show. Show map:  
<http://melbflowershow.com.au/Visitors/Show-Map>



*Little Ray of Sunshine*



**National Head Office**  
1818-1822 Malvern Rd  
East Malvern VIC 3145

PO Box 4000  
Glen Iris VIC 3146

Telephone: 03 9885 0855  
Facsimile: 03 9885 0866

[info@breastfeeding.asn.au](mailto:info@breastfeeding.asn.au)  
[www.breastfeeding.asn.au](http://www.breastfeeding.asn.au)  
ABN 64 005 081 523

**Breastfeeding Helpline**  
1800 mum 2 mum  
(1800 686 268)

**Retail Subsidiary**  
[www.mothersdirect.com.au](http://www.mothersdirect.com.au)

**Further information:**

Susan Greenbank 03 9885 0855 or 0416 190 907

**Websites:**

[www.abarose.com.au](http://www.abarose.com.au)

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

**About the Australian Breastfeeding Association**

The Australian Breastfeeding Association (ABA) is Australia's largest breastfeeding information and support service, providing assistance to more than 80,000 mothers each year. ABA also provides up-to-date information and continuing education for thousands of health professionals working with mothers and babies. It is our vision that breastfeeding is recognised as important by all Australians and is culturally normal. As Australia's leading authority on breastfeeding, we support, educate and advocate for a breastfeeding inclusive society.

**About Tara Moss**

Tara Moss is a novelist, TV presenter and journalist. Since 1999 she has written and published nine bestselling novels. Ms Moss is an outspoken advocate for the rights of women and children. She has been a UNICEF National Ambassador since 2007 and UNICEF Patron for Breastfeeding for the Baby Friendly Health Initiative (BFHI) since 2011, advocating for better support for breastfeeding mothers in hospital, the workforce and general community. As of 2013, she has expanded her role to become the UNICEF Australia National Ambassador for Child Survival.

*Little Ray  
of Sunshine*



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