



Media Release – 6 April 2020

For immediate release

National Mothering Week urges mums to rally together

Australian mums are being urged to rally together to celebrate National Mothering Week in the lead up to Mother's Day.

National Mothering Week (4–10 May, 2020) is an annual Australian Breastfeeding Association (ABA) event. This year's theme, *We're in it together* focuses on the notion that as a mother, you are never alone. Support is available when you need it, whether it's from your circle of family and friends or from organisations like ABA, which offers round-the-clock support to mothers.

Ms Margaret Grove, ABA President said that while Mother's Day will look a little different this year, it is important that mothers mark the occasion by rallying together to take care of the wellbeing of all mums.

'The 2020 theme for National Mothering Week, *We're in it together* is all about reminding mothers that help is available when they need it most. The mothering community is strong. Now more than ever is the time to stand together,' Ms Grove says.

'It's important that mothers feel like they can acknowledge when they are not ok. We know that having enough support is the key to this. Taking some time to focus on their overall wellbeing benefits mums, babies and family relationships.'

Local ABA volunteer groups around the country will be hosting virtual coffee mornings during National Mothering Week. Mums can connect with each other during a time of social distancing, and will be encouraged to reach out to friends and family via email, texts and even letter writing. Ms Grove believes that mothers supporting each other is crucial, particularly during difficult times.

'Offering mother-to-mother support, particularly in the early days of parenthood, is crucial to allow mums the space to check in with themselves and each other. ABA's local groups are a fantastic way to connect with other mothers, share parenting stories and build important friendships. In many cases, ABA friendships can last a lifetime,' Ms Grove says.

As part of National Mothering Week celebrations, ABA will run a social media competition encouraging mothers to share some of the ways they focus on their own wellbeing using the hashtags #initttogether #NMW2020. The winner of the competition will receive a prize from [Ripe maternity wear](#).

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For more information visit: breastfeeding.asn.au/national-mothering-week

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Photos available on request