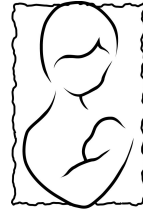




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MEDIA RELEASE
7 May 2006

PAMPER MUM DAY!

The Australian Breastfeeding Association is hosting national Pamper Mum Day right across the nation. Pamper Mum Day will be celebrated in National Mothering Week May 8-14. National Mothering Week has been celebrated in the week leading up to Mothers' Day each year since 1979. This year for the first time we welcome Ocean Spray as our national sponsor.

In the not so distant past mothering was considered a full-time career. Many mothers today juggle both a career in the paid workforce, or studying, as well as a full-time career as a mother. The expectations and pressures on today's mothers to return to work when their baby is as young as a few weeks old are fierce with the result of many mothers feeling torn in different directions.

2006 sees the inaugural National Pamper Mum Day launched on May 12th where mothers grandmothers and all can come along to enjoy being pampered and have their job as a mother recognised and valued.

Australian Breastfeeding Association's National President Margaret Grove stated, "Mothers need to be reassured that regardless of whether they are a stay-at-home mother or a mother in the paid workforce, the job they do is priceless and valued by the community and their families."

The Australian Breastfeeding Association extends an invitation to individual mothers and mothers' groups, playgroups, grandmothers and other mothering networks to come along and celebrate being a mum and be pampered as they deserve.

For more information about, National Pamper Mum Day in your state, the Australian Breastfeeding Association and National Mothering Week, visit www.breastfeeding.asn.au or contact Margaret Grove ABA President: (02) 9713 2482, (mobile 0414 773 714)

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