

Media Release July 26th 2006



Parents spending their baby bonus wisely

If the amazing growth in membership of the Australian Breastfeeding Association is any indication, new parents are indeed spending some of their \$4000 baby bonus on something worthwhile.

The Association is one of Australia's largest not-for-profit groups and supports families with young children. The Association provides local group support, an informative website, trained breastfeeding counsellors available by phone, in person and via email, and backs it all up with an Australia-wide network of parent and baby friendly activities such as meetings, picnics, breastfeeding education classes, discounts on baby and parenting products, a parent friendly magazine - plus it doesn't stop when your baby weans. The Australian Breastfeeding Association has members with children of all ages, which makes their activities even more valuable for families, as parents continue to receive friendship, help and support from when their babies are newborn, right through until their teenage years and beyond.

"There are many members who joined as new mothers, and continue to stay involved even once our babies are weaned or have gone to school" says Donna, a mum and counsellor from Townsville in Queensland's north. "We can share a wide range of experiences at our group meetings, and it helps new parents to realise that life won't always revolve around nappy changes and sleepless nights. Mother to mother support is so valuable in our society, where families are often far away. It is nice to cuddle a baby while mum has some coffee and a chat, too."

The Association's membership offer, which includes a copy of the best-seller '*Breastfeeding ...naturally*' with every membership is an "absolute bargain" according to new mum Bronwyn, who feels that all new parents in Australia should invest \$50 in their baby's future health and become a member. Membership includes access to local group meetings and outings, a regular parents' magazine '*Essence*', access to email, phone and personal counselling for breastfeeding issues, plus discounts on a fabulous range of items, including specially selected books for babies and children and a range of baby slings and natural skin-care products. All of this, plus the best-selling book make an unbeatable package for less than the cost of a restaurant meal.

Membership is easy; the website www.breastfeeding.asn.au has links to the new membership offer or call (03) 9885 0855

With over 15% growth in membership in the past four months, the Australian Breastfeeding Association is reaching out to even more new parents, who recognise that breastfeeding is important for their baby's health. To make this possible, they are extending their current membership offer until February 2007. "Breastfeeding is important for babies and mothers" says Joy Anderson, a lactation consultant in Western Australia, "It is important for their normal development, particularly their brain development, helps to mature their digestive system and boosts their immune system." The Australian Breastfeeding Association is committed to helping new parents learn the skills needed, so that every baby can be breastfed, or if not possible, breastmilk-fed, for at least the first six months of their life, and continuing for twelve months or more as recommended by medical professionals worldwide.

The first week of August is World Breastfeeding Week and the best way to celebrate would be to go to the Australian Breastfeeding Association website and become a member, or give a gift membership for parents-to-be. www.breastfeeding.asn.au.

Further information:

ABA President Margaret Grove (02) 9713 2482, (mobile 0414 773 714)

Lee King 0408 535 687

NSW Carey Wood 02 4363 2073,

ACT Julie Smith 02 6241 8861,

QLD Merewyn Janson 07 3814 0535,

SA/NT Corrina Paget - 08 8298 9944 or 0419 110 326

TAS Susanne Groom 03 64372462,

WA Kirsten Tannenbaum 08 93641321,

VIC Karen Commisso 0438 259 456

Due to its outstanding success, the '*Breastfeeding ...naturally*' offer of a free book with each subscription or renewal has been extended for a further six months, until the end of February 2007