

I love my mum because...



3 November, 2008

For immediate release



A CELEBRATION OF MOTHERHOOD – NOMINATIONS ARE OPEN FOR THE 2009 BARNARDOS AUSTRALIA'S MOTHER OF THE YEAR AWARDS

Do you know a great mum? Nominations for the Barnardos Australia's Mother of the Year Awards open today and close at midnight, 31 January 2009. So log onto www.barnardos.org.au and show a special mum just how much she's appreciated.

Whether it's your own mum – biological, foster or adoptive – your wife, partner, sister, friend, daughter, someone in the local community or anyone else who you believe is truly worthy of the title 'Australia's Number One Mum' – nominate them now.

Launching this year with a new and innovative advertising campaign, the Barnardos Australia's Mother of the Year Awards are the only National Awards which celebrate Australian motherhood and recognise the enormous contribution mothers make in shaping Australia's future generations.

With the thought starter "I love my mum because...", Barnardos is hoping the new campaign will stimulate national discussion about why our mums are so important to us.

"Most of us are lucky enough to have a fantastic mum," says Glynis Sequeira, Marketing Director of Barnardos Australia. "Unfortunately this isn't the case for thousands of disadvantaged and neglected children. Without a mum, many of these kids have been robbed of the foundation of life – their childhood. That's why Barnardos will again hold the Barnardos Australia's Mother of the Year Awards – to celebrate the important role mum's play in giving kids a good start in life."

Barnardos are honoured to be able to announce the Governor-General, Her Excellency Ms Quentin Bryce AC as the first Vice-Regal Patron of the Awards. Ms Bryce's longstanding commitment to the welfare of children and women's issues make her an outstanding Patron of the Awards.

Respected TV presenter and actress, Noni Hazlehurst, AM has been the National Ambassador for the Awards and Barnardos for six years. "These Awards highlight the remarkable achievements of mothers all around Australia and recognise that mothers are often the unsung heroes not only in their own family but also in the community," she says.

Heather Round from South Australia, a mother to six children, is the reigning Barnardos Australia's Mother of the Year. "I felt overwhelmed, surprised and privileged to be nominated out of so many worthy mothers around Australia," she says. "I encourage everyone who knows a special mum to nominate her. It's a wonderful way to make her feel appreciated and loved."

Eight State/Territory finalists will be selected from which the national Barnardos Australia's Mother of the Year will be chosen and announced at a special event in May 2009 – just prior to Mother's Day.

There are fabulous prizes to be won including a new car, Johnson & Johnson gift packs, motherInc.com.au pamper packs, Captain Cook cruise, Canon cameras, Practical Parenting subscriptions, easyflower.com.au flower arrangements, gift hampers and more.

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For more information contact Sofey Youssef, Awards Publicist, Barnardos Australia on 02 9743 2790 or 0419 272 237 or email sofey@bigpicture.com

Nominate her for Barnardos **Australia's Mother of the Year**
www.barnardos.org.au

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VICE REGAL PATRON
Her Excellency
Ms Quentin Bryce AC
Governor-General of
the Commonwealth
of Australia

NATIONAL AMBASSADOR
Noni Hazlehurst AM

AMBASSADORS
Dennis Coard
Debra Lawrance
Paul Mercurio
Monica Trapaga
Lisa Wilkinson

Johnson's
baby


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