



MOTHERS' GROUP of the Year

babybuds and My Child Magazine are very excited to be launching the Mothers' Group of the Year Promotion. babybuds and My Child Magazine both value Mothers' Groups and see them as an essential part of the new mother/early childhood stage of life. A Mothers' Group provides friendship, support and education. Women join to interact and form relationships with other mums, and being part of a Mothers' Group gives them the opportunity to discuss the ups and downs of parenting with like-minded people in a social setting.

Now we're looking for Australia's Mothers' Group of the Year. We want to know what makes your group so awesome, how belonging to it has added to your experience of being a mum and what you love about your group. We have 8 great prize packs to give away plus the winning Mothers' Group will be featured in an article run in the spring edition of My Child Magazine on sale August 18.

Entries will be judged by Charmaine Papallo, founder of babybuds, Lise Taylor, editor of My Child Magazine and Karen Merange, CEO of Playgroup Australia. Karen Merange explains,

"As children grow older, many Mothers' Groups evolve into playgroups where the focus shifts to creating opportunities for play to aid children's development. Playgroup Australia supports Mothers' Groups making the transition to playgroups and we applaud initiatives such as Mothers' Group of the Year".

To enter simply go to www.babybuds.com.au and follow the prompts to the Mothers' Group of the Year promotion. Upload a photo of your group and tell us in 250 words or less why your group should be crowned Mothers' Group of the Year. The competition opens at 9am on 31 August 2011 and closes at 5:00pm on 31 October 2011. Go to www.babybuds.com.au for the full terms and conditions.

Over
\$6,000
in prizes





We have surveyed mums with babies and small children and found some interesting statistics on the importance of Mothers' Groups:

- Over 70% of mums with babies or small children rated their Mothers' Group as Very Good or Excellent;
- Over 80% of mums who start or are in a Mothers' Group want to continue their relationships with the other mums in the Mothers' Groups; and
- New mums found the biggest benefits of a Mothers' Group are:
 - Talking about experiences and issues;
 - Having support from other mums;
 - Building relationships and making friends;
 - Getting out of the house.

Here are some of the comments we received from mums about their Mothers' Group:

"Mothers' groups are a really important part of being a first time mum- there are times when you feel like it's all too much and you're the only one going through this but going along to a mothers group and talking to other first time mums makes you realize that you are not alone and your experiences are normal!"

"My mothers' group is a multiple parents group so as a mum of twins, I was fairly depressed till I met these parents and now venture out of the house and feel fantastic. They have helped me heaps."

"So great for kids in your area to get to know other children from birth... great friendships can be formed for mums too!"