



Media Release

Mothers Day – Call to Arms

The Dads4Kids Fatherhood Foundation applauds the mothers of Australia who are making daily sacrifices for their children and families. They deserve all the care, attention and honour that we can give this Mothers Day. We call for mothers to be honoured for who they are as women and appreciated for their massive contribution to the future wealth of our nation, our families and our children.

Dads4Kids Fatherhood Foundation joins with Sophie Mirabella, Victorian Federal MP in her 'Mothers Day Call to Arms' to protect the women, mothers and children of Australia. Warwick Marsh, CEO of Dads4Kids Fatherhood Foundation said, "We applaud Sophie Mirabella's statement found in her [May 5 Punch article](#)."

Ms Mirabella writes, "Let's see this Mothers Day as a call-to-arms to protect the innocence of childhood and to draw a line in the sand about the sorts of images we should allow our children to view, particularly those on public display which are difficult to avoid."

Let's recognise that the carefully crafted images of Mums in fluffy dressing gowns are the marketer's tool for but a few weeks of the year, and that the standard female image used in advertising is most often an impossible, highly sexualised fantasy.

Instead of another pair of fluffy slippers, let's honour our mothers by calling for an end to the shallow, vacuous objectification of women that is so prevalent in the media, and which leads to the premature sexualisation of our children."

Warwick Marsh continued, "Dads4Kids also applauds the actions of eleven year old Remy Lebreton-Kavanagh from Wollongong who has singlehandedly exposed the General Pants Co advertising campaign in its demeaning of womanhood and motherhood. The team at Dads4Kids also applauds the mothers of Australia such as Julie Gale from [Kids Free 2B Kids](#) and Melinda Tankard-Reist from [Collective Shout](#) who are making a stand against the corporations that choose to demean motherhood and womanhood and call the people of Australia to join Sophie Mirabella's Mothers Day Call to Arms."

For further information please phone:

Warwick Marsh

0418 225 212

Dads4Kids Fatherhood Foundation

ABN 63 563 020 918 Tax Deductible Harm Prevention Charity Inc No: 9877518

Postal: PO Box 542 Unanderra NSW 2526 Office: Unit 1 / 33 Central Rd Unanderra NSW 2526

Ph: 02 4272 6677 Fax: 02 4272 6680 Email: info@fatherhood.org.au Web: www.fatherhood.org.au