



MEDIA RELEASE

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Gift of life and love this Mother's Day

Give the gift of life to Australian babies for your Mum this Mother's Day.

SIDS and Kids is making Mother's Day easy with their online shop at www.sidsandkids.org.

With many looking for more meaningful Mother's Day gift options this year, SIDS and Kids has created the ideal gift for Mum, a Mother's Day Donation Card. With beautiful designs to choose from including the cute pink hearts or daisy illustrations, the SIDS and Kids Mother's Day Donation Cards are tax deductible and available in amounts from \$10 up to \$1,000.

Funds raised from the sale of gift cards enable SIDS and Kids to save the lives of babies and children during pregnancy, birth, infancy and childhood and to support bereaved families through research, education, bereavement support and advocacy.

SIDS and Kids supports families and friends who have experienced the death of a baby or child during pregnancy, birth, infancy or childhood. Peer and professional support is available 24 hours a day through our bereavement helpline, professional counselling sessions, after hours counselling, home visits and various support groups and events.

"Mother's Day is a timely reminder of the sad reality that thousands of mothers tragically suffer the death of their baby or child every year. In these painful times it is vital that we continue to help families who experience the tragedy of the death of a baby or child, regardless of cause." SIDS and Kids' National Chief Executive Officer, Ms Leanne Raven said.

Making the gift of giving even easier, SIDS and Kids Mother's Day Donation Cards can be purchased online clicking through to the shop at www.sidsandkids.org or by calling 03 9819 4595.

Give Mum the gift that keeps on giving this year and support SIDS and Kids with a SIDS and Kids Mother's Day Donation Card.

Show your Mum how much she means to you, by acknowledging how much you mean to her.

For further information, please contact:

Eli Wallis at Style Counsel

Ph: (03) 8506 1603 / 0420 557 118

eli@stylecounsel.com.au