



MEDIA RELEASE

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Empowering Mothers: Magenta Marshall MLA, Joins Breastfeeding is Welcome Everywhere movement

In a move to champion community inclusivity, Magenta Marshall MLA, State Member of Parliament for Rockingham, has joined the Breastfeeding is Welcome Everywhere (BWE) initiative, a free program dedicated to acknowledging venues that provide a warm and supportive environment for breastfeeding mothers.

The primary objective of the BWE recognition is to spotlight venues and spaces that mothers can easily access for spontaneous visits, emphasising a commitment to fostering community support for breastfeeding in public spaces. These venues actively demonstrate their dedication to creating an inclusive atmosphere for mothers, allowing them to breastfeed confidently and comfortably while out and about, be it during shopping, exploring a new area, attending an appointment, or simply being away from home.

Magenta Marshall MLA, sharing her vision for community inclusivity, stated, "I want my office to be accessible and inclusive to everyone in our community. Joining the Breastfeeding is Welcome Everywhere movement aligns perfectly with this vision. This initiative by the Australian Breastfeeding Association is vital for young mums to feel safe and supported while breastfeeding in the community".

ABA volunteer Del Smith attended Magenta Marshall at her office to present the BWE sticker, signifying the commitment of Magenta Marshall's office to providing a breastfeeding friendly space.

"It was a privilege to visit Magenta Marshall's office and present her with her Breastfeeding is Welcome sticker," said Ms Smith. "It's important for young mums in our community to feel safe and respected while breastfeeding in public spaces."

The BWE initiative, managed by Emily Carrolan, Manager of Breastfeeding Friendly Australia at the Australian Breastfeeding Association (ABA), strives to identify a range of locations where mothers can feel supported and respected. By participating in the BWE recognition, venues like Magenta Marshall MLA's office provide a safe and accepting environment for breastfeeding mothers.

"This program is a crucial step towards creating a culture of support and understanding for breastfeeding mothers," said Ms Carrolan. "We are thrilled to welcome Magenta Marshall MLA's office as one of the latest venues to join this impactful initiative."

The BWE initiative is actively transforming community spaces into breastfeeding friendly havens, enriching the lives of mothers and families across Australia.

For more information about the Breastfeeding is Welcome Everywhere program or to express interest in recognition, please visit www.aba.asn.au/bwe



From left to right: Mitchell Theunissan, Shelby Higgins holding Zef Theunissan, ABA Volunteer, Magenta Marshall MLA, State Member of Parliament for Rockingham and Delma Smith, Breastfeeding counsellor and Community educator from WA Branch.

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