



FOR IMMEDIATE RELEASE

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THANK YOU DAY - HONOURING PARENTS

A small group of amazing Victorian mothers are currently undertaking a project which aims to organise a **NATIONAL THANK YOU DAY** to acknowledge & honour parents and caregivers in the home.

The day, which will be held on February 25th 2008, has been designed as a way to really let parents know that they are undertaking a valued & respected job, despite their not actually being paid for it.

Unlike other paid professions, parents & carers in the home rarely get acknowledged or validated for their hard work. And so this is their day to be honoured!

The project was originally created by the group's leader, Natalie Adams, while participating in a Landmark Education leadership program. Part of the coursework was to create a project that benefits the community. Landmark Education is an international training and development company, who is known for offering their flagship course The Landmark Forum (www.landmarkeducation.com).

"I know first hand how hard it can be as a parent in the home" Adams said. "When I had the opportunity to create a project that would make a difference, this seemed like a natural. I truly believe that there is an urgent need for society to stand up and acknowledge the amazing contribution of parents in the home. So often they go unnoticed and unrecognised because they are not undertaking a paid profession. They really are the forgotten members of our workforce. This day is really our chance to let them know that they are NOT forgotten; and that in fact they have our support. And we can also start to shift the way in which society relates to these individuals."

As a part of the day, parents are being encouraged to see themselves as Early Childhood Educators, and are being invited to get passionate about their jobs.

KIDS SPACE in Hallam Victoria are endorsing the day by hosting a thank-you play session from 12noon to 3pm.

Admission is free for parents, carers & their children.

There will be free giveaways & lots of useful parenting information on hand, but the biggest and best news is that in support of the day, **one of Australia's best known Parenting Experts, Michael Grose**, will be making a special appearance to speak to the guests.

Adams is inviting and requesting for support from all parents & caregivers throughout Australia to get the word out and literally declare this day into existence.



“We have various celebrations set up in our local area, but there is no reason why parents throughout Australia cannot organise their own celebrations & take part in the day in their own way. And ultimately, that is what we want to inspire them to do.”

The group is also clear that they do not want to exclude working parents from their campaign.

“Even if you’re a parent who is only home on the weekends and evenings, this day is still about you! Being a parent doesn’t stop just because you work 9 til 5. You are all the UNPAID EARLY CHILDHOOD EDUCATORS of this country, and we're here to support every one of you!!”

For ideas on what you could do to help or for more information, visit www.celebratingparents.com.au or call (03) 5996 2071