

# FLower Power MOM

The truth about motherhood after 40 • [www.flowerpowermom.com](http://www.flowerpowermom.com)

Celebrating Motherhood After 40



**Release Date: Monday 19<sup>th</sup> April 2010**

## MOMS SPEAK OUT AT FIRST MIDLIFE MOTHER'S DAY TRIBUTE

In the first bid to dispel negative stereotypes of later life motherhood, [Flower Power Mom \(FPM\)](http://www.flowerpowermom.com) – the new website for women having children after 40 – is launching [“Celebrating Midlife Mother's Day”](#) from 19<sup>th</sup> April 2010.

The three-week campaign was inspired by what [FPM](#) calls “a mother of an evolution” taking place around the world. In more countries, the number of older women having children is steadily climbing.

FPM cites example birth statistics, including the proportion of American women having first-time babies after 35 having [increased eight-fold since 1970](#).

In the UK, the number of babies born to mothers over 40 reportedly [doubled in the last decade](#), while in Italy, [5 in every 100](#) babies are now born to mothers over forty.

According to [Angel La Liberte, Founder](#) of [FPM](#): “At the turn of the millennium, they were saying ‘40 is the new 30’, when it came to pregnancy--*now*, they’re saying ‘50 is the new 40’”.

Yet, despite the rising numbers, many over-40 mothers report there’s a tremendous social stigma associated with later life motherhood.

La Liberte warns that past media coverage of mothers having babies in their 50s, 60s – and even 70s – has helped fuel public controversy and prejudice against older mothers in the form of ‘procreational ageism’.

Calling for an end to popular misconceptions, she says, “Isn’t it time for the *truth* about motherhood after 40?”

In [Celebrating Midlife Motherhood 2010](#), over-40 mothers volunteer their intimate experiences of later-life motherhood in a series of enlightening ‘portrait-stories’, [hosted online by FPM](#) from 19<sup>th</sup> April, culminating on 9<sup>th</sup> May.

Photographer [Scott Lewis](#) donated his talent to the event, creating the first dedicated portrait gallery to witness the inner truth, strength and wisdom of mothers over 40.

Commemorative, stylish '[Celebrating Midlife Motherhood](#)' T-shirts – with original designs donated by over-40 mother and graphic designer [Joan Lintz-Thompson](#)—will also help raise funds for [Postpartum Support International](#) and the [Momsbloom "Out Came The Sun" Run](#).

The complete, groundbreaking [Celebrating Midlife Mother's Day 2010](#) tribute album – enhanced with over-40 moms 'pearls of wisdom' – will premiere [online at FPM](#) on 9<sup>th</sup> May 2010.

Says La Liberte: "Motherhood after 40 isn't an afterthought, a selfish indulgence or a sin. It's a multiplying fact of life.

"We are *honored* to be later life mothers and grateful to be the pioneers of a new generation of motherhood."

– ends –

#### **Notes to editors:**

For further information, please contact:

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**Editors & Readers:** Complete info online for [Celebrating Midlife Motherhood 2010](#), is available at: <http://flowerpowermom.com/campaign.html>.

#### **Important dates:**

Monday 19<sup>th</sup> April 2010 to Sunday 9<sup>th</sup> May 2010

Stories of volunteer over-40 moms and their 'portrait-stories' will preview weekly (2 per week) at Flower Power Mom: <http://www.flowerpowermom.com>.


Sunday 9<sup>th</sup> May, Midlife Mother's 'Day 2010

The premiere of the FPM '[Celebrating Midlife Motherhood](#)' tribute album will be presented at Flower Power Mom: <http://www.flowerpowermom.com>.

## Donations:



10 % of net profits from shirts up to 1<sup>st</sup> June 2010 will be donated to [Postpartum Support International](#) in aid of mothers suffering from postpartum depression.

 **MomsBloom** MomsBloom, a non-profit that provides free in-home support for new mothers, is holding their [May 1<sup>st</sup> "Out Came The Sun" 5K](#) run to raise money for their efforts combating Postpartum Depression. Flower Power Mom is also supporting MomsBloom's efforts through t-shirt sales. 10% of net profits to 1<sup>st</sup> June 2010 from shirts sold for the run will be donated to [Momsbloom](#).