

# 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**

**CELEBRATING MIDLIFE MOTHERHOOD 2010**

**FACTFILE: The Scoop on Later Motherhood**

- ✿ A 2005 Massachusetts study indicated that women in their 40s still have a “reasonable chance of success” for pregnancy using ART.  
<http://www.ncbi.nlm.nih.gov/pubmed/16084887>
- ✿ In Canada, the number of women aged between 40 and 44 with at least one pre-school aged child has doubled in the last 20 years.  
<http://www.statcan.gc.ca/daily-quotidien/090917/dq090917d-eng.htm>
- ✿ In the UK, the number of births to mothers aged 40 and over has nearly doubled in the last decade. <http://www.guardian.co.uk/society/2009/may/21/birth-rate-increase>
- ✿ In 2007, nearly half of all Canadian births were from mothers between 30 and 44 years old, up 4% from the previous year.  
<http://www.statcan.gc.ca/pub/84f0210x/2007000/aftertoc-aprestdm1-eng.htm>
- ✿ A 2007 California study suggested that women having children after the age of 50 can cope with the stress of parenting just as effectively as younger mothers.  
<http://www.fertstert.org/article/S0015-0282%2806%2904566-3/abstract>
- ✿ More women aged over 40 are having children in Italy than in any other western industrialized nation, accounting for nearly 5% of their nation’s births.  
<http://www.guardian.co.uk/world/2007/aug/01/italy.international>
- ✿ Research by the University of Utah suggests that women who give birth later in life are likely to live longer than those who don’t.  
[http://www.upi.com/Health\\_News/2009/05/05/Study-Older-mothers-may-live-longer/UPI-33321241560579/tab-listen/](http://www.upi.com/Health_News/2009/05/05/Study-Older-mothers-may-live-longer/UPI-33321241560579/tab-listen/)

- ✿ A 2002 study published in JAMA concludes: “there does not appear to be any definitive medical reason for excluding [healthy women in their 50s] from attempting pregnancy on the basis of age alone.”  
<http://jama.ama-assn.org/cgi/content/full/288/18/2320>
- ✿ Women who delay pregnancy may reduce their risk of breast cancer later in life by breastfeeding their children, a 2007 California study suggests.  
<http://www.newscientist.com/article/dn11618-breastfeeding-may-protect-older-mothers-from-cancer.html>
- ✿ A study conducted by Stats Canada in 2008 showed that older mothers tended to breastfeed longer than younger mothers.  
[Study: Health and development of children of older first-time mothers.](#)
- ✿ A 2009 Australian study found that first-time older mothers cope surprisingly well with the physical demands of pregnancy compared to younger mums, but are more anxious about the well being of their unborn baby.  
<http://www.physorg.com/news166287473.html>

– ends –

**Notes to editors:**

For further information, please contact:

Angel La Liberte, Founder  
Flower Power Mom  
Email: [editor@flowerpowermom.com](mailto:editor@flowerpowermom.com)  
Web: <http://www.flowerpowermom.com>  
Tel: 831 246 3879

**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 9<sup>th</sup> May 2010

Stories of volunteer over-40 moms and their portrait-stories will preview regularly at Flower Power Mom: <http://www.flowerpowermom.com>.

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

The complete, groundbreaking volume of portrait-stories for *Celebrating Midlife Mother's Day 2010* – embellished with over-40 moms 'pearls of wisdom' – will premiere 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, 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](#).