

News Release:

28th March 2011

A Child After 40



*Empowering women on the journey
of motherhood after 40.*

www.flowerpowermom.com

A CHILD AFTER 40 Launches Mother's Day 2011

On 8th May 2011, Flower Power Mom (FPM) (www.flowerpowermom.com) launches the first campaign to empower women on the journey of motherhood after 40.

A CHILD AFTER 40 will offer support and resources to mothers and women over 40—from fertility, birth or adoption, to a “midlife renaissance” of parenting and self discovery.

FPM has released an advance video—A Child After 40: It's A Mother Of An Evolution—featuring mothers over 40 who reveal the truth about midlife motherhood, from age-related social discrimination to their secret strengths.

According to FPM founder, Angel La Liberte, “Midlife women can feel isolated in a maternal youth culture and speaking up on their true opinions about motherhood often means risking public censure about their age.”

Calling them “the silent maternal army”, La Liberte says the growing demographic of 40+ aged women becoming mothers is bringing the modern family to the brink of real transformation.

“They need mutual empowerment and support, information resources, and a place where they can be themselves.”

More.../

A CHILD AFTER 40 Launches.../.

Followers can Pay It Forward to over-40 women and mothers with A Mother's Day Wish gift pendant—a portion of the proceeds will help raise funds for ART or adoption for a woman over 40.

May 8th, 2011 will see the official launch of A CHILD AFTER 40 Online, a new community for mothers over 40 and those who wish to be—whether via natural fertility, IVF, egg donation, surrogacy or adoption.

It will be accompanied by an online Resource Library listing blogs, websites, books and articles of interest to women and moms over 40.

The launch of A CHILD AFTER 40 has been uniquely supported by a group of contributors from social media, film and other mothers over 40.

Campaign supporters encourage midlife women, mothers and their families to get involved with A CHILD AFTER 40 for Mother's Day 2011 at: <http://flowerpowermom.com/a-child-after-40/>

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For further information, please contact:

Angel La Liberte

Flower Power Mom

Telephone: 831 246 3879

Email: angel@flowerpowermom.com

Web: www.flowerpowermom.com/a-child-after-40