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## MEDIA RELEASE

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### **Diverse families set to storm social media this Mothers Day with their #pinkfamilyselfies**

**Diverse families are set to go on show this Mothers Day by posting their favourite family selfie shots on social media with the hashtag #pinkfamilyselfies.**

With International Family Equality Day on 1 May, Mothers Day on 8 May and International Day of Families on 15 May, this month is a timely opportunity to highlight the diversity of families in Australia.

The woman spearheading the #pinkfamilyselfies initiative is mother of two and Gay Parents Australia Founder, Rebecca Madsen. 'Our research says there could be as many as 800 thousand LGBTQI parents and parents-to-be in Australia right now. That's a staggering figure of almost a million people. The #pinkfamilyselfies initiative is an opportunity for these families to demonstrate that we are absolutely everywhere. There are thousands of us. And this month we are ready to stand up and be counted. This includes families with two mums, two dads, trans parents, three parents, one parent, carers and everybody else who sees themselves as 'not nuclear'.'

Ms Madsen says, 'While it's true that diverse families are increasingly being portrayed in mainstream media such as the recent Medibank Private TV ads, we're still experiencing backlash to these images from some sectors of the community. Our #pinkfamilyselfies initiative is aiming to help change that.'

Gay Parents Australia launched Pink Parents Hub, its flagship social networking platform for LGBTQI parents, just last month. 'Our vision for Pink Parents Hub is to connect all pink parents, everywhere. Members can create their own hubs, join other hubs, ask the community for advice, make new friends in their local area and get information that's relevant to their unique family. In our community there are carers, biological parents, birth parents, adoptive parents, step parents, foster parents, special friends, donors, surrogates and people who are yet to start their family. Basically if you see yourself as a pink parent, you are one, and you are welcome at Pink Parents Hub.'

Share a photo of your pink family on the Pink Parents Hub Facebook Page with the hashtag #pinkfamilyselfies in May to be eligible win a 12 month membership to Pink Parents Hub.

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#### **CONTACT**

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