


AUSTRALIAN

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EXPERT ADVICE
FOR PARENTS OF
KIDS AGED 0-5

motherandbaby.com.au 

Mother & Baby

Distributed in hospitals, trusted by mums

HOW TO SURVIVE ON ZERO SLEEP

Child's play
Why it's so important

MATERNITY DRESSES FROM \$39!

10 TOP TIPS FROM SECOND-TIME MUMS

BUMPER REAL LIFE

"After two pushes my baby was born"
"His heart was the size of a hazelnut"

NATURE V NURTURE

WHICH MATTERS MOST?

SPECIAL REPORT
FOOD ALLERGIES ON THE RISE

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ESSENTIAL HOME POOL SAFETY GUIDE



MUM-TESTED PRAMS AND JOGGERS



TODDLER PARTY OUTFITS

Calling all amazing mums

Are you a mum in a million? Enter our Mother & Baby Magazine Awards and you could win a year's supply of groceries from Coles

The first Australian Mother & Baby Magazine Awards are underway. With your help, we're celebrating the star products and innovations in the Australian nursery industry.

As part of the awards, we're looking for Australia's Mum of the Year. We all know the important role mums play in shaping who we are, so we're on the hunt for a mum who's gone the extra mile for her kids and community.

Perhaps you've overcome difficult circumstances to be an inspiration to those around you. Maybe you've set a shining example to everyone of what it takes to be a great mum. There are so many mums with extraordinary stories, and we want to hear all about them.

The Mum of the Year award winner will attend the Australian Mother & Baby Magazine Awards ceremony in Sydney on July 18, with flights, accommodation and a pamper package all taken care of. Our special mum will take part in a photo shoot for the October/November issue of *Mother & Baby*, where she'll have the opportunity to tell her story. Plus, our Mum of the Year will receive a year's supply of groceries from Coles, valued at \$10,400.

To enter, tell us in 150 words or less why you, or someone you know, deserves to be Mum of the Year. Send your entry to m&bmunoftheyear@acpmagazines.com.au. Be sure to include the nominated mum's name, date of birth (plus her children's dates of birth), phone number, address and email address. Remember to get permission from the nominee before providing personal information. You can also enter the Mum of the Year award through the Coles Baby & Toddler Club at www.coles.com.au/babyclub. Entries close Friday March 30, 2012. For terms and conditions, go to www.motherandbaby.com.au/awards.



Shop 'til you drop

The April/May issue of *Mother & Baby* will feature a shopping directory of the top baby and toddler products on the market. Covering everything from wipes to nappies, cots to prams and high chairs to skincare products, it's your one-stop guide for everything related to mums and bubs, so don't miss the next issue of *Mother & Baby* magazine, on sale March 28.

Sign up today and be rewarded

If you're not already a member of the Coles Baby & Toddler Club, you're missing out on exclusive offers and free products, a monthly e-newsletter packed with handy hints for you and your child, a great website crammed with nutritious recipes and expert advice, plus the quarterly *Coles Baby & Toddler* magazine. Become a member today at www.coles.com.au/babyclub.