

Australian book store Booktopia joins forces with Play Australia to encourage the nation to give Mums a break this Mother's Day

Campaign seeks to get families outside playing to give Aussie mums some much-needed time out

Australia, 27 April: Australia's biggest book store, Booktopia and national peak body for outdoor play, Play Australia, have joined forces to spearhead a new campaign to help Mums across Australia get what they *really* want this Mother's Day.

The new campaign has been launched following analysis of social media discussions and consumer insights, which highlighted mums' desire for more time to themselves, amid the unrelenting challenges of everyday life. The 'Get Into Her Good Books' initiative seeks to galvanise families across Australia to find a different and more novel way to make Mum happy and give her the much-needed peace and quiet she craves.

As part of the initiative, Booktopia and Play Australia are encouraging at least **one million families** across Australia to embrace the great outdoors and enjoy active play on 8 May so Mum can enjoy a unique opportunity for some respite and relaxation, however she'd like to spend it.

From playgrounds to parks, families are urged to use the day to make the most of their neighbourhood including finding spots they may not have realised was right on their doorstep.

To support the initiative, Play Australia is making it easier than ever for families to get out and about with a dedicated Playground Finder platform, a free and easy-to-use app designed for families-on-the-go to help them discover new playgrounds, wherever they want to get out and play. Playground Finder profiles photos, playground features, user reviews and ratings from thousands of play areas across Australia, with directions to find playgrounds effortlessly.

Booktopia ambassador and mum, Erin Molan, is championing the initiative, commenting: "There's nothing better than being a Mum and it's nice to have a day where we are acknowledge for what we do but as many other Mums will testify, there comes a time when all we'd like is a little break from the chaos and have some time to ourselves to recharge. I'd love to read a book without any interruptions or disruptions - and Mother's Day is as good a day as any to make it happen and only need be the beginning."

"This campaign is a win-win for everyone as, not only does it give Mums some genuine me-time but it also encourages families to do something good with their time, getting active and burning energy, supporting physical and mental wellbeing in the process. So come on Australia, let's get behind it and get into Mum's good books!"

Play Australia Assistant Director and dad-of-three, Kieran Brophy said: “With our lives as busy as ever, it’s often difficult to find time to prioritise our health and wellbeing, and a big step in the right direction that we can all take, is to make sure we get outside every day and move a bit more. And that’s not to mention, taking the time to truly celebrate the incredible role Mums play in family life.”

“So that is why we are passionate about this campaign, helping families give back in a meaningful way to Mum while also uniting communities to take time outside together and enjoy the wonders of play, with thousands of great playgrounds and parks to have a whole lot of fun with this Mother’s Day - and beyond!”

Booktopia has compiled a [collection of books](#) for families to gift this Mother’s Day for Mum to enjoy while she has her time out. Gift certificates are also available to let Mum shop the books she wants to read, in her own time.

Play Australia’s Playground Finder is available [here](#) and on both iOS and Android smartphone devices.

–ENDS–

Notes to Editors

Booktopia is Australia’s biggest bookstore: listed on the Australian Stock Exchange (ASX:BKG), selling books, ebooks, DVDs, stationery, ereaders and audiobooks, delivering to every corner of Australia and New Zealand. Booktopia has access to over 6 million books in its database, offering Australian readers thousands of titles from a wide variety of international and local publishers. Whether you like to read physical books, or prefer reading via your computer, tablet, iPhone, Android smartphone or electronic reading device, Booktopia has readers covered – both online and offline. To find reviews, interviews and to browse and shop books online, visit www.booktopia.com.au.

Play Australia is the peak national advocacy organisation for play, supporting outdoor play by way of inspiration, advice, access to information and professional services. As the Australian branch of the International Play Association (IPA), Play Australia protects the human rights of all children to play, as recognised within Article 31 of the United Nations Convention on the Rights of the Child. More information available at www.playaustralia.org.au.

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