



## Mothers Matter Centre Celebrates Elyse Allan and Two HIPPY Mothers, Athena Yu and Fernanda Bueno, at the 2019 Because Mothers Matter Awards in Toronto, ON

**Toronto, April 29<sup>th</sup>, 2019** — The process of change starts with mothers. On May 8<sup>th</sup>, 2019, our annual *Because Mothers Matter Awards* will recognize three outstanding women: Elyse Allan, Athena Yu, and Fernanda Bueno, for their demonstrated commitment and dedication to their families and communities. The Awards reception will be held at Vantage Venues in Toronto.

The annual *Because Mothers Matter Awards* celebrate women's every day — yet extraordinary — achievements. We recognize both a prominent Canadian mother as well as a two exceptional mothers from the HIPPY program. These women all serve as models for the unique role mothers play in leading social change.

- *Elyse Allan*, former President and CEO of GE Canada, is an inspirational model for women in business and a champion of programs that help women work better, live better and succeed professionally. As a mother, Ms. Allan understands the importance of being her child's teacher while also developing professionally and contributing to Canada's economy.

The Mothers Matter Centre's flagship program, Home Instruction for Parents of Preschool Youngsters (HIPPY)\*, helps socially and economically isolated mothers prepare their pre-school children for success in school. Athena Yu and Fernanda Bueno are two mothers from the HIPPY programs in the GTA. These women embody the courage and determination of HIPPY families to better their own lives and those of their children.

- *Athena Yu* is a single mother to two daughters. Her older daughter is autistic and the younger one has Sensory Process Disorder: "It was quite a journey for my girls and me and the HIPPY program has been part of our daily routine. HIPPY gives us more opportunities to reach the girls' potential."
- *Fernanda Bueno*, mother of a six-year-old daughter, was a HIPPY mother and now works as a HIPPY Home Visitor. HIPPY has given her a lot of confidence which she now likes to share with the mothers she works with: "I feel like I was like them. I can sit with the moms and talk about their experience and their lives. I always tell them: If you need me, give me a call, I am always going to be there."

Past recipients of the *Because Mothers Matter Award* are: (2018) The Honourable Lois E. Mitchell, Himani Goyal, Charmaine Big Sorrel Horse; (2017) Sophie Grégoire Trudeau, Tracy Joseph, Maysaa Haj Ali; (2016) now Governor General Julie Payette, Genevieve Duquette, Erika Infante Pizarro; (2015) Sharon Johnston, Nagham Fawaz.

\*The HIPPY program is an evidence-based program that works with families in the home to support parents — primarily mothers — in their critical role as their child's first and most important teacher. In 2018, the 25 HIPPY sites in six provinces worked with 1,300 families of preschool children. For more information visit us at <http://www.mothersmattercentre.ca/>.

### **For media inquiries, please contact:**

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### **Time and Location:**

May 8<sup>th</sup>, 2019, 5:30 – 7:30 p.m.  
Vantage Venues, 150 King St. W,  
27th Floor, Main Dining Room, Toronto, ON