

PRESS RELEASE  
FOR IMMEDIATE RELEASE  
March 27, 2018



**Mothers Matter Centre and Native Child and Family Services of Toronto  
Host "Laying the Foundation for the \$28 Billion Opportunity" Event**

**VANCOUVER, BRITISH COLUMBIA, CANADA** - According to the National Aboriginal Economic Development Board, there's \$28 billion to be gained through the full employment of Canada's Indigenous workforce. To make this possible, however, Indigenous women and their children need support. They require training, development and employment.

Mothers Matter Centre (MMC) - a virtual, national consortium of organizations dedicated to serving socially isolated and low economic status women and their families - offers several programs designed to meet the unique needs of Indigenous women and their families. MMC provides employment and offers high-quality and systematic professional education opportunities to Indigenous women.

"Through our Aboriginal HIPPY (Home Instruction for Parents of Preschool Youngsters) program, we train and employ Indigenous women, who then mentor other women by helping them develop skills that grow confidence and self-esteem," said MMC President and CEO, Debbie Bell. "Unlike traditional interventions, we work with women where they live – at home – connecting them with other women who share an intimate awareness of the issues and challenges they face."

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. The MMC Aboriginal HIPPY program serves land-based and urban Aboriginal families across Canada, particularly those impacted by the legacy of residential schools, poverty, parents' limited education, and social isolation.

"Aboriginal HIPPY provides the building blocks for Nation-building by teaching children while simultaneously empowering caregivers. The Aboriginal HIPPY foundation helps mothers set their children up for success in school and life, preparing a talent pool that is work ready...ready for the \$28 billion opportunity," said Stan Parenteau, MMC Director of Aboriginal HIPPY.

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On March 28, 2018, MMC and Native Child and Family Services of Toronto invite you to an evening of discussion, networking, storytelling and cultural experiences. This event is designed to better understand the opportunities before us, how we can further help Indigenous women and their families, and the positive outcomes for individuals, communities and businesses across our country.

Highlights of the evening will include an Aboriginal-inspired culinary experience by Chef Joseph Shawana of KuKum Kitchen; opening and closing prayers performed by Pat Green, a Mohawk Elder living on Six Nations; Big Train, a traditional family drum group from Six Nations; youth dance performers, and more.

You will also hear stories read from the HIPPY curriculum and learn more about HIPPY mothers and their experiences in the program. Select works of Aboriginal art and First Nations jewelry will be available for purchase through silent and live auction. All proceeds will benefit the MMC Aboriginal HIPPY program.

Event tickets may be purchased by contacting Georgia Pyle at [gpyle@hippycanada.ca](mailto:gpyle@hippycanada.ca) or 416.567.7277.

**Event Details:**

Wednesday, March 28, 2018

Native Child and Family Services of Toronto - Foyer - 30 College Street, Toronto, ON M5G 1K2

5:30 p.m. to 7:30 p.m.

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**FOR MORE INFORMATION:**

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**ABOUT MOTHERS MATTER CENTRE**

The Mothers Matter Centre (MMC) is a virtual, national consortium of organizations dedicated to serving socially isolated and low economic status mothers and their families using its proven mother-to-mother approach. While growing and sustaining its flagship Home Instruction for Parents of Preschool Youngsters (HIPPY) program, MMC works to develop additional program innovations such as housing assistance; job-skills training; literacy and language training; healthcare, and more. For more information, please visit: [www.mothersmattercentre.ca](http://www.mothersmattercentre.ca)

**ABOUT HIPPY**

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. HIPPY strengthens families and communities by empowering mothers to prepare their children for success in school. The HIPPY program started in Israel more than 40 years ago. It is now in 11 countries around the world.