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Contact:

(845)750-8701 BOLDpr@gmail.com

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BOLD Announces the Launch of Worldwide BOLD Red Tents for Mothers *Making the maternity care crisis real through birth storytelling*

June 11, 2007 – In 2007 BOLD International launched their BOLD Red Tent initiative, a yearly worldwide gathering of mothers in local communities to tell their birth stories and then use their stories to lobby local leaders for mother-friendly birthing options. Over 20 diverse communities globally are taking part in this year's BOLD Red Tent initiative including New York City, The Netherlands, the Kingdom of Tonga, Uganda and at a women's prison outside of Seattle.

BOLD Red Tent gatherings send their "findings" to everyone from state governors and health departments to well-known international figures including Melinda Gates and Oprah Winfrey in a plea to listen to mothers when it comes to maternity care options.

BOLD founder, Karen Brody conceived of the BOLD Red Tents. "I wanted to find a way for mothers' birth stories around the world to be heard," Brody says. "Too often we hear about the maternity care crisis through studies, but for many people this isn't making it real. My goal is to make the maternity care crisis real where people feel the impact this is having on real people's lives. I think storytelling is the perfect way to educate people."

A recent New York Times piece (May 22, 2007 "This is Your Life (and How You Tell It)") echoed Brody's sentiments stating that, "People tend to remember facts more accurately if they encounter them in a story."

Brody says, "Given today's crisis in maternity care, where one woman dies every minute due to pregnancy and childbirth-related causes, I feel it's time to give the microphone to the mothers so they can tell the story of maternity care today. Many are injured from their birth experiences and need healing. We must stop hiding these stories under statistics. Inside the BOLD Red Tent mothers will receive support and healing. As mothers, we must share information and help each other."

BOLD Red Tents are part of BOLD International, an arts-based global movement to make maternity care mother-friendly. In addition to BOLD Red Tents, BOLD performances of Karen Brody's play *Birth* are performed around the world every year during the month of September. All BOLD events raise money for local charities.

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