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***Organization Launched to Advocate for Working Mothers***

COLUMBIA, SC, May 11, 2008—The Motherhood Priority today announced the launching of its advocacy work for mother-friendly workplace policies. Policies include but are not limited to paid maternity leave or short-term disability benefits, paid sick days for mothers and children, flexible work schedule options, on-site child care and lactation rooms. Consultation and presentations are available for businesses, legislators and civic organizations.

Commenting on the launch, founder of The Motherhood Priority Rozalynn Goodwin said there is no job more important than motherhood. “Wise employers understand and demonstrate this with mother-friendly policies, and the mothers they employ have increased productivity and loyalty, reduced stress, and the ability to do what matters most—nurture and shape generations to come.”

**About The Motherhood Priority**

The vision of The Motherhood Priority is to reestablish the priority of motherhood in the workplace. Its mission is to advocate for working mothers with business and government to establish policies that enable mothers to be the primary care givers of their children while supporting their households financially. For more information, visit [www.themothoodpriority.com](http://www.themothoodpriority.com).