



MEDIA RELEASE

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From Parliament House to Music Festivals: Jack River's thoughts on breastfeeding with confidence this International Women's Day

In an exclusive interview conducted in December 2023, Holly Rankin, Australian musician Jack River, business owner and mother, opened up about her journey of breastfeeding her daughter, Maggie, while navigating her career. Throughout 2023, Rankin released her second album, toured across Australia, gracing stages at major festivals like Splendour in the Grass, all while advocating for various social causes including gender equality and climate change.

Reflecting on her experiences, Rankin highlighted the crucial support she receives from her partner, Brett, and her family, particularly her mother. She emphasized the importance of supportive circles in encouraging a mother's confidence during her breastfeeding journey.

Rankin recounted instances of breastfeeding in unexpected locations, from the courtyard of Parliament House in Canberra to backstage at music festivals. Her courage in challenging societal norms around public breastfeeding serves as an inspiration to mothers everywhere.

"Wherever I go, I make a point to go beyond any fears that I have about judgement or inclusion and just breastfeed her," said Ms Rankin.

When discussing the connection of motherhood and career, Rankin shared her strategies for continuing to breastfeed while managing her professional responsibilities. Working from home allows her to balance her commitments, supported by her family's assistance in caring for Maggie.

Rankin's advocacy extends beyond her personal experiences; she actively supports initiatives like the "Breastfeeding is Welcome Everywhere" campaign by the Australian Breastfeeding Association (ABA). This initiative aims to create inclusive spaces for breastfeeding mothers in various community venues.

This initiative strives to identify a range of locations where mothers can feel supported and respected. "This program is a crucial step towards creating a culture of support and understanding for breastfeeding mothers," said Emily Carrolan, Manager of Breastfeeding Friendly Australia at ABA.

Rankin values driving conversation and encourages collective action to dismantle the stigma surrounding public breastfeeding. Her message underscores the importance of valuing and supporting mothers in all aspects of society.

As International Women's Day celebrates the achievements and contributions of women worldwide, Rankin's story serves as a powerful reminder of the strength and resilience of mothers everywhere.

Read the full interview: www.breastfeeding.asn.au/interview-jackriver

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