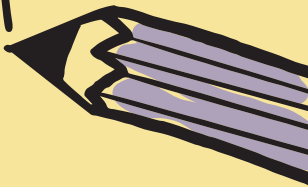


Mum, want to
be a part of your
family's story?

Sign here!



We asked some mums (4000 of them to be specific) and **over half** of them felt that there weren't enough photos of them with their kids. **93%** didn't even mention dads or partners as the ones taking the majority of family pictures.*

And we can't help but wonder, what happens to our memories in the long run, when mums aren't in photos?

This has to change, now! That's why we've created this contract to ensure that mums everywhere are a part of their own story.

*According to a survey of 4000 people, who identify as mums, conducted with Pureprofile.

I, as a mum, hereby solemnly swear to:

- Get in the photo
- Let people take my photo
- Ask people to take my photo
- Not delete any photos
- Focus on the feel of the photos, not what I look like
- Invite my partner to co-create a photo book with me

Date _____ Signature _____

I, as a dad (partner, friend etc), solemnly swear to:

- Take photos of all the awesome mums around me
- Capture everyday moments as well as the big stuff
and not wait until I'm asked to take a photo!
- Not delete any photos
- Invite my partner to co-create a photo book with me

Date _____ Signature _____