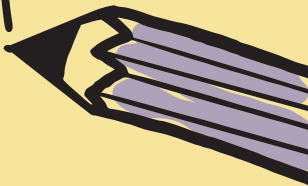


Mum, want to  
be a part of your  
family's story?

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  
this summer

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  
this summer

Date \_\_\_\_\_ Signature \_\_\_\_\_