

SPECIAL DELIVERY: FERGUSON PLARRE BRINGS THE SWEETNESS OF MOTHER'S DAY TO THOSE ON THE FRONTLINE

Melbourne, **EMBARGO – 10th May, 2020 at 10.30am** - This Mother's Day, [Ferguson Plarre](#) is making a special delivery to the delivery room - and all the frontline staff members in the [Monash Health](#) maternity wards.

New mums and maternity staff at Monash hospital campuses at Clayton, Casey and Dandenong hospitals will each receive a gift box from Ferguson Plarre with a special edition, hand finished Mother's Day raspberry éclair and cannoli, as well as a voucher for a free coffee at one of their retail outlets.

Over 800 items from Ferguson Plarre's special Mother's Day range will be hand delivered by [13CABS](#) as part of their new [13Things offering](#), to those who aren't able to celebrate with their mothers or families because of COVID-19, frontline work or having a new baby.

Andrea Rindt, General Manager Women's and Newborn Program at Monash Health, sees this initiative as a wonderful way to remember newborns, mothers, mothers to be and staff during this challenging time.

"Monash Health Women's and Newborn would like to thank Ferguson Plarre for the generous gesture and for making this Mother's Day a little sweeter for so many", she said.

Ferguson Plarre is a fifth-generation family-run and owned business and the award-winning bakery franchise now spans the Greater Melbourne area. For CEO of Ferguson Plarre, Steve Plarre, this Mother's Day special event is the clearest illustration of the family spirit of Ferguson Plarre as a business.

"At Ferguson Plarre, we've been baking people happy since 1901, and this Mother's Day we wanted to share some of that happiness with our local maternity wards," Steve says.

"Of course, we're celebrating Melbourne's newest mums, but we especially wanted to say a huge thank you to all the incredible people who dedicate their lives to helping us as we become parents. We're hoping our latest creations bake everyone at Monash happy!" he said.

The Mother's Day special gift boxes are a gesture of gratitude for our frontline workers, and a celebration of hope in difficult times.

"COVID-19 might have us in lockdown, but babies are still being born and life goes on, and we want to celebrate this and the people who make it happen," Steve says.

A media opportunity will be available on Sunday, 10 May at Monash Clayton where Steve Plarre and a representative from Monash will distribute the gifts to those working on the maternity ward. There will also be the opportunity to meet the first baby born on Mother's Day and their mum, while adhering to social distancing, infection control and food safety standards at all times.

About Ferguson Plarre

Ferguson Plarre Bakehouse is a family owned bakery operating in Melbourne, Victoria. With 119 years of baking experience, the Plarre family is committed to baking Victorians happy through award winning cakes and pies, made from only the finest ingredients and served at over 75 Ferguson Plarre Bakehouses across Victoria.

Media opportunity

Date: Sunday, 10 May, 2020

Time: 10.30am

Location: [Monash Health](#)
Clayton Campus

For more information:

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