

FORWARD  
TOGETHER



# 2023 MAMAS DAY

SOCIAL  
MEDIA  
TOOLKIT

ARTWORK BY EBIN LEE

[MAMASDAY.ORG](https://MAMASDAY.ORG)





# 2023 MAMAS DAY



## OUR HISTORY

Mamahood is not one size fits all; mamahood is expansive. But on Mother's Day, one of the biggest commercial holidays in the United States, most depictions of mothers often reinforce traditional ideas of family and motherhood that narrowly define one way to be a family. Images often exclude mamas based on their sexual orientation, race, income, immigration status and more.

**That's why in 2011 we created "Mamas Day" to highlight our mamas.**

This year's theme, Black Mamas Reclaiming their Space in the Reproductive Justice Movement, celebrates Black mamahood and the Black mamas who continue to push the work forward. Black mamas are the founders of the Reproductive Justice framework and are the foundation of our movement.

Each year, we commission original artwork that reflects the various ways our mamas and families look. The result is a collection of beautiful and unique cards that better reflect the families we know and love.

We hope you enjoy our Mamas Day cards! Please share them with your friends and colleagues and all of the special mamas in your life.



# 2023 MAMAS DAY



## OUR THEME

For this year's Mamas Day, our theme is: Black Mamas Reclaiming their Space in the Reproductive Justice Movement. We are celebrating Black mamahood and honoring Black mamas as the founders of the Reproductive Justice movement.

**Reproductive Justice is a Black Feminist Framework that has four main tenets:**

- The right to have a child.
- The right to not have a child.
- The right to parent a child or children in a safe and healthy environment.
- The right to own our bodies and control our futures.

Just like the Black foremothers of the movement, reproductive justice is rooted in community, care and connection. In light of the Supreme Court of the United States' decision to overturn Roe V. Wade, it's imperative that the Reproductive Justice movement gets back to its roots, which are inherently Black. For decades, Black mamas have been overlooked by legislators and our voices have been drowned out by white-led organizations that have appropriated the Reproductive Justice movement, while decentering our experiences.

Now is the time for Black mamas to reclaim their space. Just as Black mamas are the nucleus of our communities we must be at the center of the Reproductive Justice space. Until Black mamas are liberated, none of us are free.



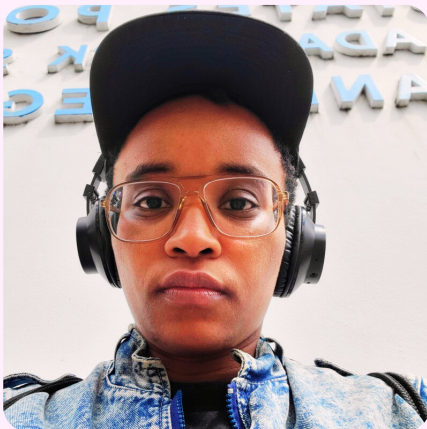
2023  
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# OUR ARTISTS



## TESH SILVER (SHE/ HER)

Teshika Silver has been drawing and creating since she was a child, and making a profession from it almost half her life. Art, creativity, and design is literally all she does, and because of that, the language of art is easy for her to translate visually with stunning results. She creates vivid, engaging visuals that radiate equity, love and justice. Learn more at [astratesh.com](http://astratesh.com) or on IG at [@astratesh](https://www.instagram.com/astratesh).



## EBIN LEE (THEY/ THEM)

Ebin Lee is an illustrator and designer based in Portland, Oregon. Themes in their art include race, color, and perception through use of pattern and graphic imagery. Learn more at [ebinlee.xyz](http://ebinlee.xyz).



## COZ CON (THEY/ THEM)

cozcon is a multidisciplinary artist dedicated to broadening the visual lexicons of Black, femme and queer life. They reclaim the riches locked up in the exclusionary hubs of contemporary art, design and fashion and reinvest them in imagery reflecting the lived experiences of the marginalized and historically excluded. You can see more of them on Instagram [@cozcon](https://www.instagram.com/cozcon).





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# THE ART



WEBSITE: [EBINLEE.XYZ](http://EBINLEE.XYZ)

## THE RIGHT TO HAVE A CHILD.

### ARTIST STATEMENT:

"My greatest privilege and joy is coming from and being surrounded by Black mamas. Love in all of our human relationships is cosmic and beyond our physical form on this planet." — Artist Ebin Lee

[DOWNLOAD ARTWORK](#)

[bit.ly/mamasday23](http://bit.ly/mamasday23)

EBIN LEE





# 2023 MAMAS DAY

# THE ART



SOCIAL MEDIA: @ASTRATESH    
WEBSITE: [ASTRATESH.COM](http://ASTRATESH.COM)

## THE RIGHT TO NOT HAVE A CHILD.

### ARTIST STATEMENT:

"Black mamahood can be magical to some, allowing for healing and joy. Whether you're bringing another life into the world, or you mother others by being a safe place for them to land, motherhood allows for giving deep care and receiving love and appreciation in ways that haven't been experienced before. These pieces explore both the freedom to not give birth and the freedom to give birth in a safe environment. The magic of that is shared on a much smaller scale here, with creatures and critters that also experience these freedoms. Nature has always found a way to survive and thrive here on Earth, and humans deserve the right to procreate or not as nature always intended. As Black people and people who mother, we should be free to make natural decisions for our own bodies that feel safe and healthy for us." — Artist Tesh Silver

**DOWNLOAD ARTWORK**

[bit.ly/mamasday23](http://bit.ly/mamasday23)

**TESH SILVER**



# 2023 MAMAS DAY

# THE ART



**THE RIGHT TO PARENT A CHILD OR CHILDREN IN A SAFE AND HEALTHY ENVIRONMENT.**

SOCIAL MEDIA: @ASTRATESH  

WEBSITE: [ASTRATESH.COM](http://ASTRATESH.COM)

## ARTIST STATEMENT:

"Black mamahood can be magical to some, allowing for healing and joy. Whether you're bringing another life into the world, or you mother others by being a safe place for them to land, motherhood allows for giving deep care and receiving love and appreciation in ways that haven't been experienced before. These pieces explore both the freedom to not give birth and the freedom to give birth in a safe environment. The magic of that is shared on a much smaller scale here, with creatures and critters that also experience these freedoms. Nature has always found a way to survive and thrive here on Earth, and humans deserve the right to procreate or not as nature always intended. As Black people and people who mother, we should be free to make natural decisions for our own bodies that feel safe and healthy for us." — Artist Tesh Silver

**DOWNLOAD ARTWORK**

[bit.ly/mamasday23](http://bit.ly/mamasday23)

**TESH SILVER**





# 2023 MAMAS DAY

# THE ART



Instagram: [@COZCON](https://www.instagram.com/cozcon)

## THE RIGHT TO OWN OUR BODIES AND CONTROL OUR FUTURES.

### ARTIST STATEMENT:

"When I think of bodily autonomy I think about self-belonging— being your own guardian and north star. Venus emerged, fully realized, from the ocean, standing on a clam shell, like the sole architect of her body and spirit. We all deserve the right to navigate our worlds the same way, born from rich vastness with complete personal agency. I hope this image can serve as a reminder of that." — Artist Coz Con

**DOWNLOAD ARTWORK**

[bit.ly/mamasday23](https://bit.ly/mamasday23)

COZ CON







# S A M P L E

# INSTAGRAM

# MESSAGING

- Black mamas are the embodiment of community, care and connection. Whether Black mamas have birthed child(ren) or not, they are often the nucleus of our communities and our families. This Mamas Day we are honoring the love and sacrifice of Black mamas who are doing their best to create safe homes and communities for their loved ones.
- Lack of access to reproductive justice services, anti-abortion policy that largely impact Black families, and a criminal justice system that does not value Black bodies are issues that Black mamas consistently navigate. Black mamas deserve to parent children in safe and healthy environments.
- For this year's Mamas Day, we are celebrating Black mamas Reclaiming their Space in the Reproductive Justice Movement. We are centering Black mamahood and the Black mamas who continue to push the work forward.
- Black mamas are the founders of the Reproductive Justice framework and are the foundation of our movement. Celebrate Black mamas and all mamas today and everyday!
- Black mamas are expansive. We are queer, trans and nonbinary. Black mamas are aunties, big sisters, cousins and matriarchs of the community. Black mamas are not a monolith and exist in various forms of beauty, strength and resilience.

**HASHTAGS:**  
**#MAMASDAY2023**  
**#BLACKMAMASARERJ**



# S A M P L E

# FACEBOOK

# MESSAGING

- This Mamas Day we are honoring the love and sacrifice of Black mamas who are doing their best to create safe homes and communities for their loved ones.
- Black mamas are the embodiment of community, care and connection. Whether Black mamas have birthed child(ren) or not, they are often the nucleus of our communities and our families. This Mamas Day we are honoring the love and sacrifice of Black mamas who are doing their best to create safe homes and communities for their loved ones.
- This year's theme, Black Mamas Reclaiming their Space in the Reproductive Justice Movement, celebrates Black mamahood and the Black mamas who continue to push the work forward. Black mamas are the founders of the Reproductive Justice framework and are the foundation of our movement.
- Now is the time for Black mamas to reclaim their space in the Reproductive Justice Moment. Just as Black mamas are the nucleus of our communities we must be at the center of the Reproductive Justice space. Until Black mamas are liberated, none of us are free.

**HASHTAGS:**  
**#MAMASDAY2023**  
**#BLACKMAMASARERJ**



# S A M P L E TWITTER MESSAGING

- We honor the voices of Black mamas! Send a card if you do, too. Celebrate Mamas Day with us at [MamasDay.org](https://MamasDay.org)! @Fwdtogether #MamasDay2023 #BlackMamasAreRJ
- This year's theme, Black Mamas Reclaiming their Space in the Reproductive Justice Movement, celebrates Black mamahood and the Black mamas who continue to push the work forward. Celebrate Black mamas with us today and everyday! @Fwdtogether #MamasDay2023 #BlackMamasAreRJ
- Black mamas are the founders of the reproductive justice framework and are the foundation of our movement. Celebrate Black mamas and all mamas today and everyday! @Fwdtogether #MamasDay2023 #BlackMamasAreRJ
- This Mamas Day we are honoring the love and sacrifice of Black mamas who are doing their best to create safe homes and communities for their loved ones. Come celebrate Black mamas and the labor they have provided the world. @Fwdtogether #MamasDay2023 #BlackMamasAreRJ
- Black mamas are the embodiment of community, care and connection. Whether Black mamas have birthed child(ren) or not, we are often the nucleus of our communities and our families. @Fwdtogether #MamasDay2023 #BlackMamasAreRJ

**HASHTAGS:**  
**#MAMASDAY2023**  
**#BLACKMAMASARERJ**



# SOCIAL MEDIA SHAREABLES

DOWNLOAD THE ARTWORK & E-CARDS:

[bit.ly/mamasday23](https://bit.ly/mamasday23)



[MAMASDAY.ORG](https://MAMASDAY.ORG)





**2023  
MAMAS  
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**THANK YOU!**



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**FOR INQUIRIES, MEDIA REQUESTS,  
OR SUPPORT, CONTACT:**

**COMMUNICATIONS@FORWARDTOGETHER.ORG**

