

yummy mummy search

By **KATHY BUCKWORTH** PHOTO BY **STEVE UHRANEY**



Erica Ehm on the lookout in downtown Oakville.

Does Canada's Yummiest Mummy live in Mississauga or Oakville? Erica Ehm, founder of the Yummy Mummy Club, thinks she just might. Ehm, former Much Music VJ and well known Toronto media personality, (as well as being voted "Toronto's Sexiest Woman"), got into the "Yummy Mummy" business herself after her two children came along and she needed to get her groove back. She launched Canada's Yummiest Mummy Contest to inspire others to do the same.

But let's start at the beginning – what is a Yummy Mummy? When Ehm approached me with the contest idea and an offer to act as one of the judges, I needed to find out what she was looking for. According to Ehm, it's pretty straight forward. "A mummy is yummy when she makes time for herself to be healthy and inspired so she can feel good about herself and be an amazing role model for her family." Hmm. Sounds easy enough, doesn't it? Apparently not. With all of the media pressure to be a "supermum" and to be successful at work, home and with their families, many Mums are missing out on a big piece of the Yummy Mummy picture. All too often, Mums get lost inside their child's wants and needs and feel they can't take any time for themselves. "Lose the word guilt from your mummy lexicon. Make your kids a big part of our life - not the only part. Be inspired in other ways. Don't be a mummy martyr," says Ehm.

In order to motivate Moms to search for their inner Yummy Mummy, Ehm came up with the idea to promote the philosophy of the Yummy Mummy, and to reward those who were embracing the lifestyle, by offering up a little incentive. Actually, some big incentives – Canada's Yummiest Mummy contest is giving away 25,000 Air Miles as their grand prize, with many other sponsors that were eager to jump on board. Why? Ehm explains. "Because it's sending the right messages to mummies that they need to play too. Our

sponsors like Roots, Airmiles, Disney, Crock-pot, and Cadbury are all trying to target Mums in an interactive non patronizing way. Our sponsors also know that moms make most of the shopping decisions in the family, so they better be nice to them. This contest allows moms to be IN a video. Hey, moms are never in the video or photos cuz they're always the ones taking the pictures."

Combining the appeal of the traditional contest with the technology of video and the YouTube generation, contestants are asked to videotape themselves through a series of Yummy Mummy moments and explain why they are Canada's Yummiest Mummy. The videotapes will be viewed and judged by those watching the videos, and a judging panel which, besides me, includes many of Canada's pre-eminent web-based Moms communities, including Wee Welcome, Urban Moms.com, and Savvy Mom.com.

So, if you already know you're a Yummy Mummy, why enter? According to Ehm, it's simple. "To win 25,000 Airmiles. Do you have any idea how many Airmiles that is? Enough for an all inclusive vacation for two and then some. We're also giving away gift prizes worth \$250 each from Crock-pot, Roots, Cadbury, Disney, Warner Bros Music and much more." Getting rewarded for being yourself – good plan.

I turned the mirror back to Erica and asked her if she thought she herself was a Yummy Mummy. "I am definitely a yummy mummy. I work hard, I play hard, I squish work and fun together at times in a desperate attempt to have it all. But, the great thing is I know I'll never have it all, so I'm not disappointed when best laid plans fall apart around me. My kids and hubby love me for who I am and let me be who I need to be. And I do the same for them. It's a yummy love in."

For all the complete contest details, visit www.yummiestmummycontest.com. Start videotaping now – the contest closes on December 23rd, 2007. **GOODLIFE**



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