**NSW mum recognised for creating “lifesaving” music and books for babies!**

Kristina Gowlland named as a finalist for National Awards

Kristina Gowlland has been nominated as a finalist for the **Product Innovation Award**, as part of the 2020 AusMumpreneur Awards.

Award-winning and ARIA-nominated singer-songwriter Kristina (Kris) is the creator of Bubsibrain, and a presenter on channel 75.

Presented by The Women’s Business School, the AusMumpreneur Awards celebrate and recognise Australian mums achieving outstanding success in areas such as business excellence, product development, customer service and digital innovation.

Kris Gowlland hopes to inspire fellow mums with her story.

“When I gave birth to my first child, I was a mess. I had no idea what to do with a baby,” explains Kris, a mother of three. “So I turned to the NSW Government’s baby development guide, *Love, Talk, Sing, Play*. However, because my baby cried all the time, I wasn’t able to do any of the activities with him.”

**Postnatal depression set in.**

“After a few weeks I basically gave up. I’m a singer-songwriter, so in ‘giving up,’ I just relaxed and started to do what I naturally do anyway, which is sing. And then, all of a sudden, as I started to sing…he stopped crying!”

**“That’s when I had my *aha* moment”**

“If I could write and sing a song coinciding with each developmental activity, I could stop the tears PLUS be able to actually do the developmental activities with him!”

Enlisting the help of top pediatrician Dr John Eastwood, Kris then penned the album *Sing Baby Sing*. Dr Eastwood then gave his pediatrician-endorsed stamp of approval and Kris released the music under her brand, Bubsibrain. **Kris’s developmental music for infants aged 0-12 months was a world first.**

Discovering how the music also assisted in settling and establishing routine, Kris decided to take it a step further and create black-and-white books for babies.

Teaching herself Illustrator and learning the ins-and-outs of publishing, Kris then published black-and-white picture books for babies as part of this innovative series.

“Without all this, I would have spiraled into a deep depression,” reveals Kris. “If I hadn’t listened to that inner voice inside, who knows where I’d be today?”

Bubsibrain has received 5-star reviews from grateful fellow mums:

*“I had no idea what to do with a baby. When I heard the music* Sing Baby Sing *my husband and I were so happy to have a guide we could follow. We would sing* Good Morning To You *when Marie woke up and then we would sing to her throughout the day. It was a lifesaver for us!” – Nic Scarce.*

Kris hopes to spread the word about this music which can help parents in her situation, and she hopes to inspire mums to listen to their intuition.

“I truly believe there is an innovator in all of us!”

Amidst the challenging times we are living in right now, this is the moment for us all to be looking at our situations creatively.

Contact Kris to book in your interview to continue this discussion.

For more, please visit:

[www.bubsibrain.com.au](http://www.bubsibrain.com.au)

[www.krisgowlland.com.au](http://www.krisgowlland.com.au)

Media enquiries;

Kristina Gowlland

kris@krisgowlland.com.au

0451 442 686