Mothered Media Launches the Biggest Free Event Ever Built to Fill the Gap

A free five-day virtual event for working mothers, arriving as corporate support rolls back and postpartum mental health dominates the national conversation

AMSTERDAM, NETHERLANDS, September 17, 2026 /EINPresswire.com/ -- Mothered Media, a global research, media, and advocacy platform for working mothers, today announced National Working Motherhood Week (NWMW), a free, five-day virtual event running September 21–25, 2026 for working mothers across the United States. Billed as the biggest virtual event ever built for working mothers, NWMW brings together more than 70 experts, advocates, and organizational partners for a week of live panels, interactive workshops, daily expert interviews, and the launch of a new permanent resource library — all free and open to any working mother who wants to attend.

Working mothers make up a significant and growing share of the U.S. workforce, and the demands on them — professional, financial, and caregiving — have only intensified in recent years. Despite that, access to real support is still scattered across employers, cities, and price points, leaving many mothers to piece it together entirely on their own.

The launch arrives at a moment when many companies are rethinking, and in some cases scaling back, the programs working mothers rely on most. According to McKinsey and LeanIn.Org's 2025 Women in the Workplace report, 25% of companies have scaled back flexible or remote work this year — the single most-cut workplace benefit — and 1 in 6 have cut diversity and inclusion staff or resources. At the same time, postpartum mental health has become one of the most widely discussed topics in the country, from newsrooms to social feeds, as more mothers speak openly about the realities of returning to work after having a baby.

“There is no shortage of support for working mothers. There is a massive shortage of it in one place, in one week, that covers all of it together,” said Alexa Starks, founder of Mothered Media and Editor-in-Chief of Mothered Magazine. “Working mothers are told to seek out a workshop here, a support group there, an HR policy somewhere else. We wanted to build the one week where all of it exists in the same place, for free, so no mother has to go looking for it alone.”

Programming runs each weekday from September 21 through 25 and includes live expert panels, interactive small-group Village Sessions co-hosted with partner organizations, and a new expert interview releasing every morning on topics ranging from workplace policy and pumping

at work to postpartum mental health, financial planning, and co-parenting. Full daily programming and speaker details are available at https://www.motheredmedia.com/national-working-motherhood-week.

The week also marks the launch of the National Resource Hub, a permanent, free library of expert-created resources covering maternity leave, the return to work, workplace rights, postpartum, matrescence, burnout, perimenopause, and more — available with no paywall, during NWMW and beyond.
Registration is free and open now at https://www.motheredmedia.com/national-working-motherhood-week

Working mothers can register for individual sessions or the full week, and all programming will remain available to registrants after it airs live.

Alexa Starks is available for interviews on the state of support for working mothers, the data behind this year's corporate rollbacks, and what companies and communities can do to close the gap. Media inquiries and interview requests can be directed to alexa@motheredmedia.com.

About Mothered Media
Mothered Media is a global research, media, and advocacy platform exploring how motherhood transforms leadership, work, identity, and culture. Through original research, including The Future of Working Motherhood 2026 and The Maternal Strengths Report, Mothered Magazine, and advocacy initiatives like National Working Motherhood Week, Mothered Media works to shape a more sustainable and human future for working mothers everywhere. Its work has been featured in Forbes, AP News, Inc, Business Insider, Newsweek, CBS, and NPR.

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