

★ Celebrating Mom ★

Size And Sighs Matter At Mother's Day

(NAPSA)—When it comes to choosing a Mother's Day card, both moms and their offspring are in agreement about what it should look like and say.

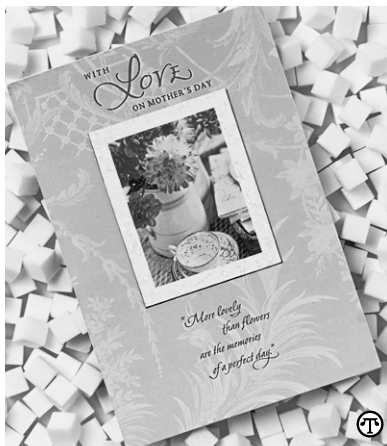
According to research, a mom's greatest wish at Mother's Day is to be told she is loved and appreciated, while sons and daughters chose "saying I love her" as the #1 message they want to communicate.

"On Mother's Day, moms want to know that the efforts they make are not going unnoticed. They want to know that they are loved, important and make a difference in someone's life," says Tressa Schurz, product manager for Mother's Day at Hallmark. "That's why when moms were asked what they want to hear at Mother's Day that they might not hear every day, 95 percent said, 'I love you.'"

And they want to say it in a big way. Not only do 73 percent of children say they want to take the opportunity in their Mother's Day card to say "I love you," but they also chose bigger cards as being the better choice.

"I think a lot of times children forget to tell and show mom how much she means to them," Schurz says. "The larger cards give them the perfect opportunity to say what often goes unsaid."

In response to survey results, the card company created a new line of Mother's Day cards called the Classic Card Collection. These cards are larger in size and contain messages that carry a lot of warmth and emotion, which fulfills the needs of both the person sending the card and the mother



A line of larger Mother's Day cards offers new ways to deliver a familiar message.

receiving it. The cards are sure to elicit 'sighs' from mom who opens the card and the larger 'size' pleases the sender.

"We recognized that moms liked the pretty, feminine cards while the children wanted the words to be more conversational in a larger card," Schurz says. "The Classic Card Collection is a perfect example of these two needs coming together."

Hallmark is offering 2,800 different Mother's Day card designs. The diversity of the line reflects the diversity of American society, but the preferred Mother's Day message remains the same: "I love you."

These cards are available at more than 4,300 Hallmark Gold Crown® stores nationwide and wherever Hallmark cards are sold. For more information, visit www.hallmark.com.