

Flowers Are Top Choice For Mother's Day

(NAPSA)—A new survey commissioned by FTD reveals that moms everywhere are expecting gifts this Mother's Day, opening a major window of opportunity for people to be heroes and meet moms' expectations. With 54 percent of respondents saying they plan to give mom a gift on Mother's Day, and nearly 70 percent of moms expecting a gift, the survey results show a major gap in gift-giving this Mother's Day.

"People need to remember their moms for everything they do throughout the year," said Robert L. Norton, President and Chairman of FTD, Inc. "This Mother's Day is a great opportunity to be a hero by recognizing everyone's favorite hero—mom—with flowers. In fact, flowers rank as moms' top gift choice, followed by clothes and perfume."

Love Wins Over Guilt

The FTD survey went on to reveal other interesting information about people's gift-giving intentions and desires for Mother's Day. According to the survey, nearly 70 percent of those who will be buying mom a gift will do so because they love her and want to express their appreciation on her special day. Only 5 percent will give their mom a gift because "they have to and will never hear the end of it if they do not."

The survey also showed that even dads acknowledge the importance of honoring Mom on Mother's Day. More than half (53 percent) of all fathers surveyed say they have previously purchased or plan this year to purchase a gift for Mom on Mother's Day on behalf of their kids.



How To Pick A Beautiful Bouquet

Among FTD's collection of more than 400 floral arrangements is an exclusive Mother's Day bouquet featuring a vase designed by Tracy Porter, known for her whimsical and feminine tableware and home accessories. FTD's buyers love Tracy's work and selected her to design the handcrafted vase for the FTD® Embrace the Sweetness of Life™ Bouquet. FTD's team of floral designers then created an arrangement of pale yellow roses, white lisianthus, white stock, pale pink spray roses and fresh greens to complement the exquisite vase.

Mother's Day is Sunday, May 13th and the biggest flower-giving holiday of the year. Declared a national holiday by President Woodrow Wilson in 1914, Mother's Day offers a chance for everyone to honor the more than 35 million mothers in the United States (U.S. Census Bureau, 1995). It is a day when homage is paid to moms for their countless contributions, achievements and overall dependability.