

★ Celebrating Mom ★

Americans Find Diverse Ways To Say 'Thank You!' To Mom

(NAPSA)—An overwhelming 96 percent of Americans celebrate Mother's Day, researchers note, and this year promises to be a memorable celebration for thousands of new "millennium moms."

"There's been a baby boom across the country," says Aviva Ajmera Hebbar, the Hallmark Cards, Inc., marketing manager for the Mother's Day card line. "For many of the women who had millennium babies, Sunday, May 13, will be their first Mother's Day—and that's a day you never forget."

Hebbar, an expectant mother herself, says Hallmark has cards that are great for these new moms to give their mothers, adding, "Becoming a mother often gives you an even greater sense of appreciation for your own mother, making Mother's Day even more meaningful."

"The observation of Mother's Day crosses all cultural boundaries," Hebbar says. "It's our goal to create perfect cards for all sorts of women."

To reach that goal, Hallmark offers 2,375 different Mother's Day card designs this year. The diversity of the line reflects the diversity of American society, but the basic message remains the same: "Thank you."

"Our consumers have told us they want to give mom a card that's more than just a greeting; they want to give her something she'll truly treasure," Hebbar says. "The upper-end cards in our new Premium Collection are a



Americans spend more than \$9 billion annually on Mother's Day activities. Research shows most people consider a greeting card an integral part of the celebration.

direct response to this."

The Premium Collection cards feature unique "keepsakeable" elements. For example, one card also serves as a hand-crafted eyeglass case; another includes a charm bracelet for a new mother.

This year also marks the first time Hallmark's alternative Fresh Ink line will include Mother's Day cards. "Fresh Ink cards are unique and unexpected," says Hebbar. "And at \$1.99, we expect them to be a consumer favorite."

The popular artwork of Marjolein Bastin is featured on nine Grandmother Bastin Collection

cards this year and on 26 other Mother's Day cards.

Hallmark also has Mahogany cards for African-American moms and Hallmark en Español cards for Hispanic moms, which help ethnic consumers express their feelings in a culturally relevant way. Cards are also available for single moms, step relationships, adoptive moms and other situations—including Braille cards and greetings from pets.

Prices for the cards range from 99 cents to \$12.99. The cards are available nationwide and online. For more information, visit <http://www.hallmark.com>.