



Mother's
Day **GUIDE**

Celebrating Mom

Mother's Day is around the corner, which means only one thing: It's time to get creative. Each year, Americans spend billions of dollars on their moms, trying to outdo last year's gifts and experiences.

Looking for fun ways to spend Mother's Day with your family this year? Here are a few ideas to help make the day extra special.

BREAKFAST IN BED — FAMILY STYLE

Having breakfast in bed has become a common Mother's Day tradition across America. But why not do it together?

Instead of preparing a tray of yummy treats for only mom to enjoy, organize a whole spread. And allow mom to get out of bed and be a part of the fun in the kitchen (just don't let her flip the pancakes). Then, instead of sitting down at the table, gather all the goodies and get back into bed for a fantastic pajama party.

SPEND THE DAY TOGETHER

Unite the generations in your life and get everyone together for a joint celebration. Mom, grandma, your aunts, cousins and family friends — send an open invitation. Mother's Day is truly about showing appreciation and spending quality time with one another.

Also respect that your mother might want to spend time with her mother. If everyone is fortunate to live nearby, plan a family activity for all to enjoy. Go to the park for a family picnic or get dirty in the backyard



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planting a spring garden.

THINK OF ALL MOTHERS

Mother's Day is a great day to celebrate your own mother and everything she does for

you. It also is a day to celebrate motherhood more broadly. Think about helping mothers in need.

Give your time or a charitable donation to an organiza-

tion that helps mothers and children. Take time out of your busy schedule to volunteer at a women's shelter. Help the homeless. Provide mother-like mentorship to honor the

prominent female figures in your life.

As Mother Teresa said, "It's not how much we give, but how much love we put into giving."

Gift Guide

A store-bought gift is a great way to show you care, but there also are ways to add your own talents and efforts to make a gift really memorable for mom. Here are a few ideas that any mom would love.

FLOWERS

Flowers are the quintessential gift for mom. Brightly colored with amazing scents, they cheer up any space. Whether you purchase a bouquet at a florist or your local grocery store or pick flowers from a field or your own backyard, these planted gems make a wonderful gift to remind your mom that you appreciate her.

A SPECIAL NOTE

Many times, we forget how much a simple “thank you” means. Write your mom a letter and tell her everything she does that you really appreciate. If you have a rocky relationship, this can be an especially thoughtful gift. Put your issues aside and say something nice (and true).

A DAY OF LEISURE

Allow your mother to spend a day doing whatever it is she wants to do. Go to a movie, take a nap, read a book or even take a walk. Because she won't be worrying about what to make for dinner or washing the dirty laundry, this is an opportunity to truly give the gift of leisure. Not only will she appreciate having a day to do things she enjoys, but it will also instill a deeper appreciation in you.

A PHOTO COLLAGE

Photos spark nostalgia and



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warm people's hearts. Go through old photos of you, you and your mom, or even your mom with her mom. Put them in an album, frame them or string them around the house and let her wake up to good

memories hanging everywhere.

HOMEMADE BEAUTY PRODUCTS

Every woman likes to feel pampered every now and

then. Whip up a batch of face masks and hair masks with things from your kitchen cupboards. There are so many good recipes across the Internet for everything from hydrating hair masks to

pore-refining face masks. Just be sure to store your concoctions in the refrigerator, and remember that most homemade beauty items need to be used within a week for maximum results.

Gifts for the Book Club Mom

If your mother loves to read, gifting a book might be just the ticket. If you are in the mood to theme your gift to the holiday, consider one of these wonderful reads. The following is a list of books that cover topics related to motherhood. (They make great book club books too.).

“The Good Mother Myth: Redefining Motherhood to Fit Reality,” Collection of essays, edited by Avital Norman Nathman

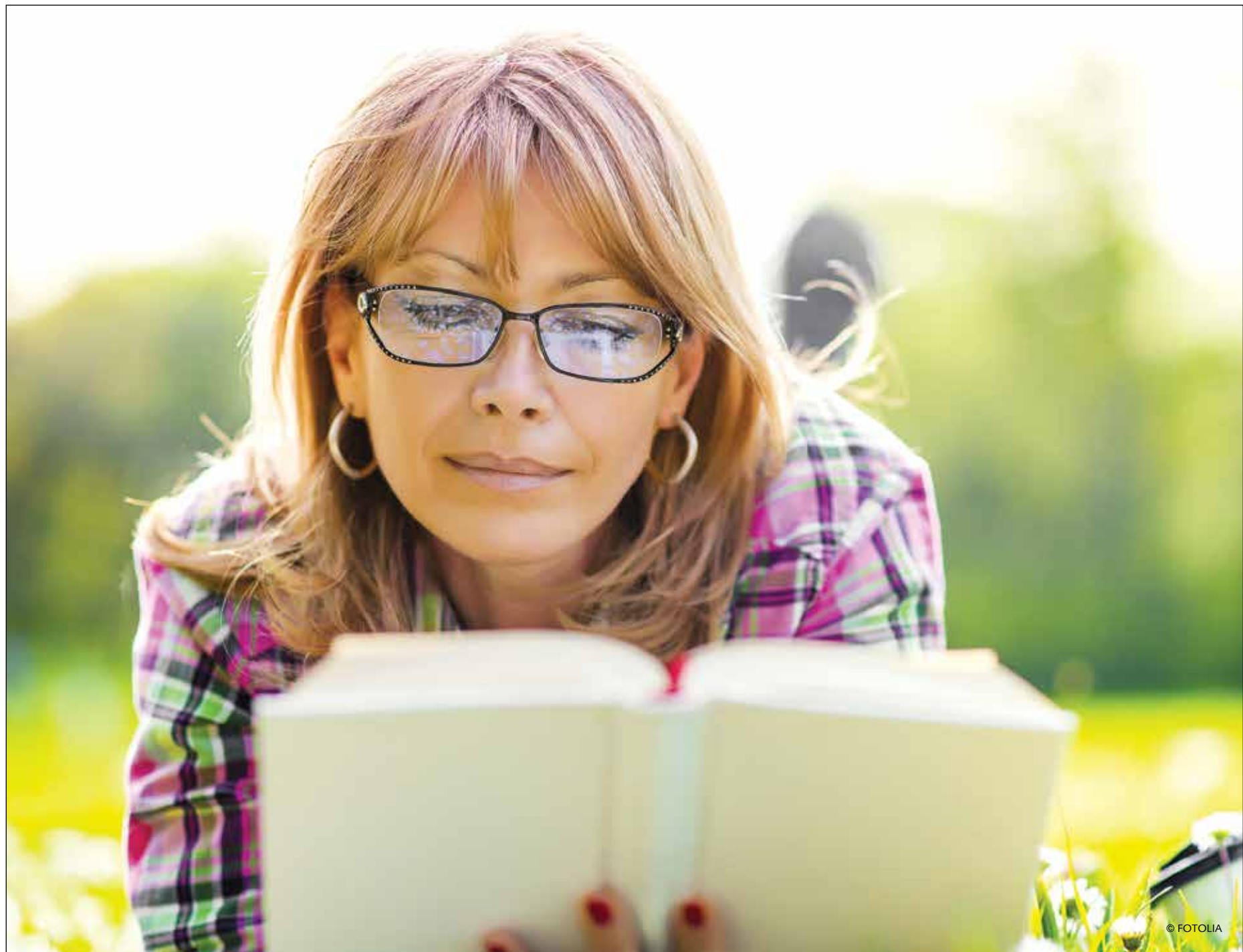
This collection of essays takes on the myths spun by social media of what it means to be a “good mother.” Outside of the “Pinterest-worthy” birthday parties, these essays highlight real stories of motherhood that social media posts and other media platforms tend to gloss over or see with rose-colored glasses.

“How Not to Calm a Child on a Plane: And Other Lessons in Parenting from a Highly Questionable Source,” memoir, written by Johanna Stein

A different type of advice book that centers less on the how-tos and what-to-dos of “what to expect,” and more on the less-talked-about aspects of how to raise a tiny human. If you don’t have a sense of humor, or don’t view parenting as an extreme sport, this might not be the book for you.

“Momma Love: How the Mother Half Lives,” photo story, written by Ali Smith

This is an absolutely stunning coffee table book that is sure to be treasured by your family (and visitors) for years



to come. This collection honors a mother’s love as well as the love shown to mothers by the rest of the world.

“#Mom Life: A Snarky Adult Coloring Book,” published by Papeterie Bleu Adult Coloring Books

Adult coloring books are all the rage for their anxiety-reducing qualities and beautifully intricate designs. #Mom Life

takes on the true grit (and less beautiful moments) of motherhood and lets moms add their own creative touches.



Every generation from the baby boomers going forward have grown up not only with their own mother figures (mom, grandma, aunt, cousin, friend), but most likely spent formative years with moms on the screen.

Television moms have ranged from the sweet and

tidy to the overbearing and questionably sane. Here is a brief look at well-known TV moms through the decades.

JUNE CLEAVER

Leave It To Beaver (1957 TV series), played by Barbara Billingsley: The archetypal suburban mom. She is dedicated to her family, takes up lady-like pastimes of flower arranging and needle-point, and is always dressed the part.

CAROL BRADY

The Brady Bunch (1969 TV series), played by Florence Henderson: The upbeat mom.

She takes life as it comes, forged two families into one and always sees the bright side of things.

OLIVIA WALTON

The Waltons (1971 TV series), played by Patricia Neal: The spiritual mother. Olivia doesn't have a lot of room for joking around because she is busy caring for her children's moral compasses. She focuses on church and family, and at times, struggles to grow past her domestic life.

CLAIR HUXTABLE

The Cosby Show (1984 TV

series), played by Phylicia Rashad: The working mom. Clair is a successful, intelligent lawyer and mother, who strives to show her children that you can be anything you want with dedication and determination. She runs a formidable household and complements her husband's more comedic nature.

ROSEANNE CONNER

Roseanne (1988 TV series), played by Roseanne Barr: The loud mom. Roseanne is extroverted, bossy and a domineering presence in her family. She constantly tries to control

everyone's life (out of love), even her sister Jackie, who regularly stops by. She works very hard, often pulling 12-hour shifts before coming home to make a dinner about which she will inevitably hear complaints.

JILL TAYLOR

Home Improvement (1991 TV series), played by Patricia Richardson: The common-sense mom. Jill has to be the voice of reason being married to accident-prone Tim, and mothering three young boys whose pranks often land them in hot water.

Honoring Mom

On Mother's Day, we take a moment of pause to stop and celebrate moms: the women who have loved and prayed and worked hard to make others' dreams come true.

Mother's Day can be a very difficult time if you've lost your mother. However, you do not have to be a passive participant in this day; we do not stop loving these women just because they are no longer with us.

If this is perhaps your first Mother's Day without your mom, consider honoring her in one of the following ways.

- Take flowers to her grave site, or go someplace the two of you enjoyed together and have a conversation with her. Tell her everything that has been going on in the last year, how you've struggled or triumphed, if you've moved or broken up with a significant other.

- Remember her with others and organize a toast. Whether it's at a planned dinner with many of your family and friends or just a late-night couch session with your siblings, prepare a few snacks, settle in with something good to drink and spend the evening going around telling stories — the good, the funny and the frustrating.



- Plan a visit somewhere your mother enjoyed. If your mom loved the beach, planning a family trip could be just the thing to keep her alive in

spirit. You don't have to spend the day talking of her or reminiscing. Just being near somewhere she enjoyed can be a nice way of including her in

the day.

- Design a garden with your mom in mind. Planting her favorite flowers or herbs is something you can enjoy year

after year. You will think of her every time your eye catches that familiar bloom or you cook a dish with freshly picked herbs from the garden.

Mother's Day: A History

Mother's Day began as an anti-war effort. In the United States, Anna Jarvis is credited with founding the holiday, although she went to great lengths to achieve this.

Anna's mother, Ann, along with other women, organized Mother's Friendship Day picnics and other events, according to National Geographic, in order to unite former enemies after the Civil War.

In 1870, Julia Ward Howe penned "Mother's Day Proclamation" that further called women to promote peace post-war. Howe called for women to gather together in churches and social halls to pray for and promote peace.

THE FOUNDER

Mother's Day was subject to a bit of a legal tug of war.

While she had no children of her own, and her own mother put forth the beginning efforts, Anna Jarvis strongly claimed the title of "Founder of Mother's Day." Throughout her life, she struggled to maintain this title.

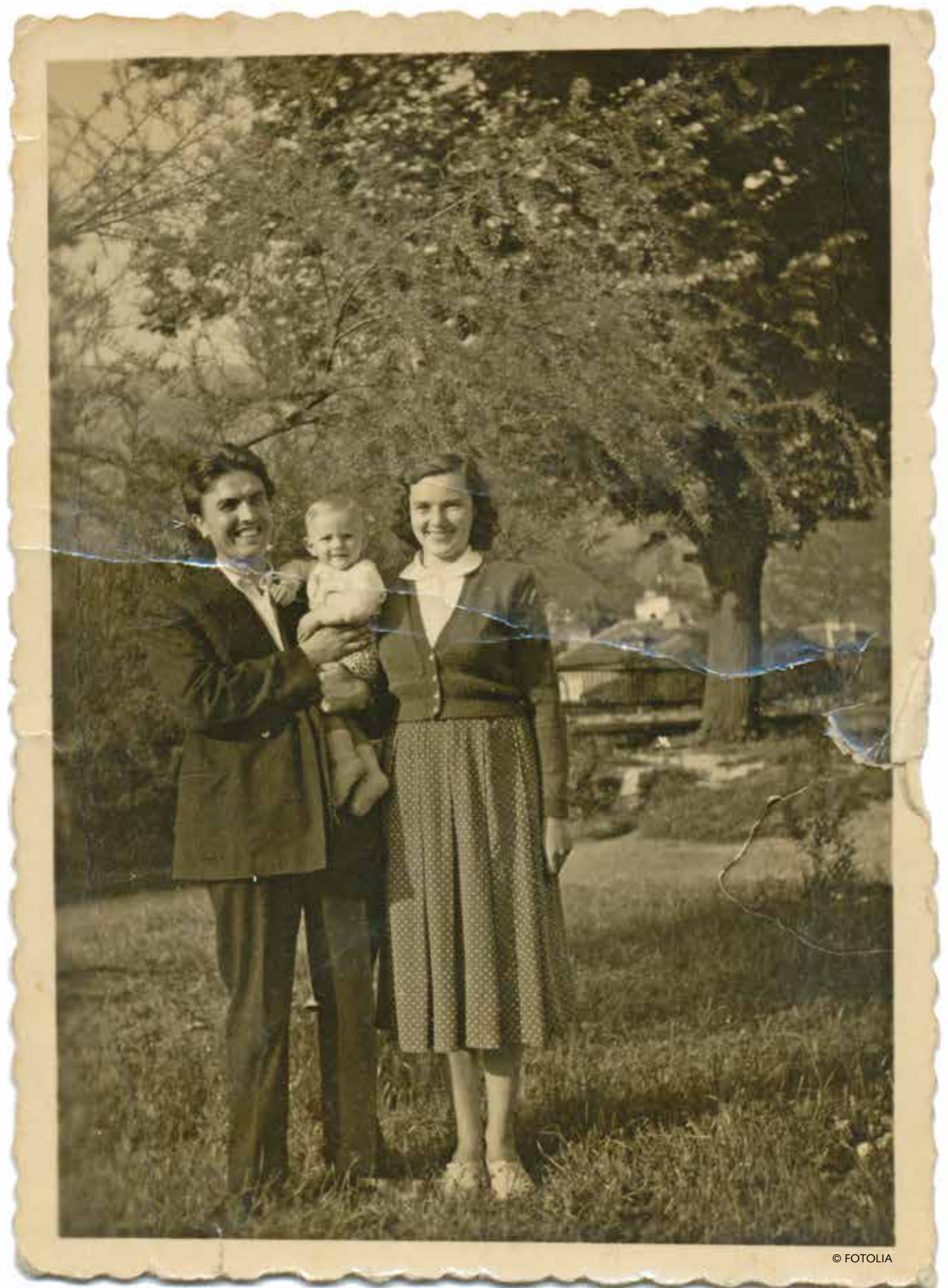
In 1904, Frank Hering, a football coach and faculty member at University of Notre Dame, urged people to set aside one day per year as a memorial to mothers and motherhood. Anna Jarvis perceived Hering's proclamation as taking what was rightfully hers.

In 1934, when President Franklin D. Roosevelt designed a postage stamp to commemorate the day, Jarvis disapproved and refused for the word "Mother's Day" to appear on the stamp. To Jarvis, Mother's Day was a day to celebrate your mother, not all mothers.

A COMMERCIAL HOLIDAY?

Soon, buying greeting cards, gifts and flowers became the standard, and Jarvis' vision of an intimate, personal day was fractured.

She even went so far as to crash a confectioner's convention in Philadelphia, according to Katharine Antolini, a historian and author of "Memorializing Motherhood: Anna Jarvis and the Struggle for Control of Mother's Day." Despite Jarvis' efforts, Mother's Day remains somewhat of a commercial holiday to this day.



By the Numbers

This Mother's Day, we will celebrate more than 85 million moms in the United States. We will also spend more than \$21 billion on gifts, according to the National Retail Federation.

The NRF reports that Mother's Day is the third-largest retail holiday in America. By the amount we spend every year to shower our mothers in flowers and trips to restaurants, we aren't shy about showing our love.

Here are some other interesting figures showcasing Americans' spending habits when it comes to Mother's Day, according to the NRF.

- The majority of consumers pick up a greeting cards for mom (80 percent), spending more than \$786 million, and more than two-thirds (67.2 percent) of those celebrating will buy flowers, to the tune of \$2.4 billion.

- Online sales in the Mother's Day gift categories of flowers, gifts and jewelry are trending multiple percentage points higher every year since 2015.

- The average U.S. consumer spends just under \$200 every Mother's Day for gifts.

- Shoppers plan to buy gifts for more than just their mom. Twenty-three percent will buy gifts for their wives, 10 percent for their daughters and 9 percent will buy gifts for a sister.

- Three in 10 shoppers will buy a Mother's Day gift online this year.

- Mother's Day accounts for one-fourth of the floral purchases made for holidays.

- The majority of consumers



(70 percent) plan to actually go to a store to purchase their Mother's Day gifts.

- Thirty-three percent plan to shop at a department store, and 23.1 percent will go to a

small business.

No matter how much you plan on spending this Mother's

Day, remember that the more thoughtful your gift, the more your mother will treasure it.