





# History of Mother's Day

It's hard to imagine that there was ever a time people didn't devote the second Sunday of May to celebrating their mothers. But that was exactly the case before May 9, 1914.

Enter Woodrow Wilson. On that day, the nation's president signed a bill recognizing Mother's Day as a national holiday. Flash forward 100 years later, and the special day has become ingrained into our society as a positive affirmation of love and appreciation for moms everywhere.

How exactly did Mother's Day get its start? What led to the calling for Wilson to mark the day with an official holiday?

## THE HISTORY

According to the National Women's History Project, writer Julia Ward Howe first suggested the need for a Mother's Day to be implemented into the United States' culture.

She did so in 1872, calling for mothers to rally together for peace. She even put together an annual Mother's Day meeting in Boston for moms everywhere to gather.

A few decades later, Anna Jarvis began a nationwide campaign for observance of Mother's Day. Jarvis was interested in honoring her late mother, who was a community health advocate.

## MOTHER'S DAY TODAY

The holiday has gradually become one of the nation's most popular holidays, and one to which retailers look forward every year.

The National Retail Federation estimated that American consumers spent more than \$20 billion on Mother's Day in 2013. Here's how that massive number breaks down, according to the NRF:

- 141 million Mother's Day cards are exchanged annually in the U.S.
- Each consumer purchases an average of 2.8 Mother's Day cards.
- Approximately 65 percent of card sales occur in the five days before Mother's Day.
- More people purchase fresh flowers and plants for Mother's Day than for any other holiday except Christmas.
- Mother's Day accounts for one-fourth of all holiday sales of flowers and plants.
- The average American spends \$168 per year on Mother's Day.





# Special Gifts

Flowers and candy are great, but how about showing Mom that she is loved by giving her a little something different this year?

Complement those petals and sweets with a thoughtful, hand-written card or even a collection of crafts from the kids. Tickets to see her favorite band or sports team will help create memories that will last forever.

No matter what you settle on for your Mother's Day gift, it is important to put a little creativity and thought into the gift-buying process.

## HANDMADE COUPONS

Breakfast in bed, a foot rub or a night out with the girls – handmade coupons can be a great way of giving mom some much-needed relaxation. Add images, drawings and sweet messages to each coupon, and mom will melt from your creativity and effort.

Whether you're making your coupons on your computer or by hand, add little touches such as the black scissor lines around the edges of each coupon. Here are some other ideas for coupons that will leave Mom ready to cash them in:

- One week of doing a household chore that Mom usually handles.
- One hour of private time when you take the kids out of the house.
- One honey-do project you have been putting off.



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## BUY A TREE

Plants and flowers fly off the shelves in anticipation of Mother's Day. But what about a symbol of love that won't eventually end up in the trash can and will live on for years to come?

A tree can be the perfect gift to celebrate the special mother in your life, especially one that you know she loves.

Aren't sure what kind of tree to pick out? Do a little clever research by pointing some

out the next time you're on a walk together. Remember the type she likes and take that knowledge with you to a local nursery.

Experts are likely to have smaller options for less than \$100 – a relatively small

investment for a gift that can literally last a lifetime. You can also purchase a gift card to make the tree-buying experience a team effort. Either way, a tree is a gift she will be able to treasure forever.



# Involve the Kids

Depending on their age, small children can absolutely steal the show on Mother's Day when it comes to giving memorable gifts. They have a unique way of tugging on the heartstrings with their simple, sometimes humorous outlook on life, and the same holds true for their homemade gifts to Mom.

Involve them in the gift-buying and gift-giving experience to add that cute touch that will lead to cherished memories.

## ADDED BENEFITS

Mother's Day can be used as a forum to show true appreciation for Mom. Explain to the kids how special their mother is and why it is important to always respect and love her, even when it is not Mother's Day.

The holiday can also be a great way of teaching children just how hard moms work and why it is important to help around the house with chores and other daily tasks.

## MAKE A VIDEO

With a little planning, a home movie set to music can make for a gift that will last a lifetime.

Search your still and video cameras for photos and videos of Mom spending time with the kids or grandkids. Upload them into a video-making software on your computer — many of which are free of charge — and choose your accommodating songs and themes.

You can even coordinate staged videos by video-taping children talking about how special Mom is. On Mother's Day, watch the video together and have the Kleenex ready for happy tears.



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## MAKE A MIX TAPE

Does the mom in your life have special songs she likes to sing with the little ones? Are there certain movies with fun soundtracks that

she and the kids love watching together?

Work with the kids in picking out a few special songs they share with Mom, as well as a few that make them think of her. Put them on a

CD or mp3 player and have them playing while you shower her with gifts throughout the day.

It will be a fun way to sing and dance together to celebrate Mom's special holiday.



# Romance on Mother's Day

**A**s much fun as it is to involve the kids on Mother's Day, every mom deserves a little romance from her special someone. Pampering Mom can be the best way to celebrate all of the work your loved one does for your family.

So after the breakfast in bed and the day filled with fun family time, save your romantic gift for after the kids are tucked in.

## RESORT PACKAGE

Many resorts will offer specials on Mother's Day, which is generally a slow time when many people stay close to home to celebrate the holiday.

Start planning now for next year's resort getaway, and you could save big bucks. Be sure to coordinate everything from the travel plans to who's watching the kids. This will help keep the stress off Mom and make it a Mother's Day to remember.

## CHARM BRACELETS

Jewelry is usually a surefire way to earn some serious romance points. Charm bracelets are nifty jewelry options that offer a great way to truly personalize a gift.

Charms exist for nearly every interest and mood, and are relatively inexpensive ways to help Mom show off her individuality. You can start by buying a bracelet with only a 'Mom' charm attached and add more charms as the years go by.

## THE SIMPLE THINGS

Romance doesn't always require exotic travel or fancy bling. Sometimes, simply staying put can do the trick. Coordinate a dinner by candlelight or write a poem.

You could also spread out a blanket by the fireplace or even the outdoor fire pit and enjoy some of your favorite snacks together. Quality time together can trump all other gifts and help reconnect you to your spouse.





# Start a Tradition

**M**uch like Mother's Day got its start, you can establish your own special tradition.

You can create your own special memories by making your celebration of Mom the same over the years. Whether you eat at the same restaurant, watch the same movie or visit the same vacation destination, your family will attach positive memories and future excitement to the holiday.

Start by asking the special mother in your life how she would like to spend her day and take it from there. Make notes of everything that made the day memorable, and try to recreate it year after year.

## TAKE A WALK

Why not start a tradition of going on a walk every year to celebrate that special someone – especially if you live relatively close to a scenic bluff or natural forestry reserves.

Map out a route that will be easy to remember as you come back every year. But remember, this is supposed to be a day of relaxation, so don't go overboard!

## GIVE MOM SOME ALONE TIME

If there's something every mom needs – no matter if their children are young or old — it's a little peace and



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quiet. Dads, you can plan on taking the kids out for the afternoon or sending your wife away to the spa for a day of pampering and comfort.

Doing so can easily be turned into an annual

tradition that mom will look forward to as the years go by.

## GENERATIONAL PICTURES

A Mother's Day scrapbook can be a great way of marking

the holiday every year, especially if you are able to take photos of multiple generations of mothers together.

Start this year by taking photos in a specific location and take more

photos from the same spot every year.

You can upload the photos to your computer to make digital slideshows or put together an actual paper memory book to collect these special treasures.



# What Moms Really Do

**T**ake a look around your home. Who is responsible for its cleanliness, charm and overall running condition? If “Mom” is the answer, then you should appreciate just how much her efforts are truly worth

According to the Insure.com 2013 Mother's Day Index, various tasks moms perform at home would be worth \$59,862 per year in the professional world. The career website Salary.com showed a stay-at-home mom was worth \$113,586 in 2013 versus \$112,962 in 2012 and \$115,432 in 2011. The domestic work of a mother who also works a professional job was valued at \$67,435.

Both websites calculated their final numbers based on U.S. Bureau of Labor Statistics data. Here's how the salary breaks down:

## COOKING

Surveys found that moms spend 14 hours per week preparing meals. This portion of the salary was figured considering a cook's \$9.03 hourly wage.

The overall decrease in mom's hypothetical salary can be tied to what is going on in the economy, as cooks have seen their hourly rates drop from \$9.08 per hour in 2012 and \$9.53 per hour in 2011, according to Insure.com.

## HOMEWORK HELP

Helping with homework is a job that can add up hours in a hurry because of its daily need.

Comparing the task to that of a teacher or instructor, Insure.com says mom should bring home more than \$18 per hour for her tutoring services.

## LONG WORK WEEKS

Both Insure.com and Salary.com found that mothers are working about 90 hours per week to make their households run smoothly.

Besides cooks and teachers, some of the other professional positions their daily jobs compare to include nurses, facilities managers, CEOs and psychologists.



# Celebrity Mom Quiz

From Carol Brady to Clair Huxtable, TV moms have almost become a second mother to families throughout the years. We get to know them as they work through some of the same challenges as us.

From Carol Brady to Clair Huxtable, TV moms have almost become a second mother to families throughout the years. We get to know them as they work through some of the same challenges as us.

We laugh with them and cry with them. We feel an unbreakable connection with them, even though they are

merely pixels on our TV sets. And though they may be fictional characters, their ups, downs and in-betweens are real to us.

Test your knowledge below by guessing the name of both the TV mom and TV show she starred in. Then check your answers at the bottom of the page to check your motherly knowledge.

1. She was the voice of reason in keeping things together for Archie, Gloria and Mike.
2. Six kids and an always-perfect hairstyle... where did she find the time?
3. A true career woman, she balanced her motherly duties with her work as a partner in a law firm.
4. A more "modern" twist to the others on this list, she keeps three kids and Phil on track.
5. This traditional homemaker cared for Richie, Joanie and Howard.



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**Answers:** 1. Edith Bunker, "All in the Family"; 2. Carol Brady, "The Brady Bunch"; 3. Clair Huxtable, "The Cosby Show"; 4. Claire Dunphy, "Modern Family"; 5. Marion Cunningham, "Happy Days"