

A photograph of a woman with long, wavy brown hair, wearing a white t-shirt with a colorful floral pattern, holding a young child. The child is wearing a white long-sleeved shirt and blue denim shorts. They are standing outdoors in front of a dark wooden fence. The woman is looking towards the camera with a slight smile, and the child is looking towards the camera with a smile. The background is slightly blurred, showing green grass and foliage.

MOTHER'S DAY 2015

# The Next 100 Years

**I**t's hard to imagine that there was ever a time people didn't devote the second Sunday of every May to celebrating their mothers.

Now that the 100th Mother's Day celebration milestone has passed, it is time to make the next century even more special for the moms, aunts, sisters, daughters and grandmothers in our lives.

Prior to May 9, 1914, Americans only unofficially celebrated their mothers. On that day, President Woodrow Wilson signed a bill recognizing Mother's Day as a national holiday.

This year's day of appreciation is set for Sunday, May 10, when people everywhere will show their love and gratefulness for the women of their families.

## THE HISTORY

According to the National Women's History Project, writer Julia Ward Howe first suggested the need for a Mother's Day in 1872. She called for mothers everywhere to rally together for peace and coordinated an annual Mother's Day meeting in Boston.

A few decades later, Anna Jarvis spearheaded a nationwide campaign for observance of Mother's Day in an effort to honor her late mother, who was a community health advocate. Both women were instrumental in turning the dream of a nationally recognized Mother's Day into reality.

## MOTHERS' DAY TODAY

The holiday has gradually become one of the nation's most popular, and one that helps retailers cash in. The National Retail Federation estimates that American consumers spend about

\$20 billion annually on Mother's Day.

Here's how that massive number breaks down, according to the NRF:

- The average American spends \$163 per year on Mother's Day;
- 81 percent of shoppers buy greet-

ing cards for their mothers;

- 66 percent opt for Mom's favorite flowers, spending a combined \$2.3 million;

- Mother's Day accounts for one-fourth of all holiday sales of flowers

and plants; and

- 64 percent of those surveyed say they shop for their mother or stepmother, 22 percent for their wife, 9 percent for their daughter and 6 percent for their grandmother.



# Taking Mom Out to Eat

**R**esearch by the National Restaurant Association shows that more than 25 percent of American adults celebrate Mother's Day by dining out. Nearly one in 10 rely on restaurant takeout or delivery for their special meal.

Being served and enjoying great food is a treat for any Mom who spends a large portion of her life making sure her family is well taken care of.

If you're the one footing the bill for the special meal, you may be in luck. Many restaurants will offer Mother's Day specials to draw customers on a very competitive day in the food and beverage industry.

Start checking your local newspaper for restaurant advertisements now. Many owners will start taking out ads weeks ahead of time to make their prices even more attractive for the special day.

## WHY SO POPULAR?

Eight in 10 consumers say going to restaurants is a better use of leisure time than cooking and cleaning up, and that is especially true on special occasions, according to the NRA.

Dinner remains the most popular Mother's Day dining option, with 55 percent of those planning to dine out selecting the evening meal period, states the NRA. The survey uncovered that 34 percent celebrate Mom at lunch, 30 percent at brunch and 12 percent at breakfast.

## THE NUMBERS

Having children in the



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household can be a guiding factor in choosing to dine out or order in for Mother's Day. Here are some further findings of the NRA's recent survey:

- Seven percent of adults plan to order restaurant takeout or delivery for their special

Mother's Day meal this year; younger consumers and consumers with young children in their household are the most likely to do so; and

- Ten percent of 18-34-year olds and 14 percent of 35-44-year-olds say they will

order takeout or delivery.

## WHERE TO GO

As it turns out, moms love steak, seafood and barbecue. That's what the NRA survey found when polling mothers about their meals. Thirty-

four percent of mothers leaned this way, while 24 percent preferred American cuisine.

Ethnic cuisine, particularly Italian, was close behind at 21 percent. Mexican and Asian foods also were popular.

# Teaching Kids

**W**ith young children, it is paramount to pass down a respect and love for Mom that will last a lifetime.

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.

You can do this by making a month-long event out of Mother's Day — transforming it into Mother's Month. Build up the special holiday all month long by encouraging your children to do something nice for their mom.

After the holiday passes, keep the appreciation flowing. Prompt your children to shower Mom with more offers of assistance with any of her efforts around the home and let her know how much she means to them.

## **BUILDING A RELATIONSHIP**

By instilling an appreciation for Mother's Day at an early age, you also are bolstering the relationship between child and mother.

Mother's Day can be used

as a forum to explain how much Mom does for the family and how important it is to spend quality time with her. Everyone in the family should feel a little closer to Mom when the special day comes to an end.

## **RESPECT FOR WOMEN**

By enthusiastically celebrating Mother's Day, you can have a positive impact on your child's level of respect for women. This respect is something they can carry throughout their careers and relationships with others.

A great way to teach this to your children is by prompting them to do something special on Mother's Day, without your help. Have them design Mom's card or write a sweet poem. Maybe they are old enough to bring Mom breakfast in bed.

Ask them for their ideas — and don't wait until the morning of Mother's Day. It will mean so much more to Mom if your children are able to come up with well-thought-out ways to appreciate her.



# Get Mom Some Fresh Air

**I**n most parts of the country, May is the beginning of warmer weather and drier conditions, making it the perfect time to enjoy a little outdoor activity.

Getting Mom some fresh air and exercise can be a great way to celebrate Mother's Day — as well as working off the calories from that holiday meal. So after breakfast in bed or lunch at Mom's favorite restaurant, hit the great outdoors to find a special adventure.

## PLANT A TREE

Plants and flowers fly off the shelves in anticipation of Mother's Day. Why not opt for a tree that Mom could plant and enjoy for years to come?

Your local nursery is likely to have an assortment of tree options starting at under \$100. May can be a great time to plant, with the ground unthawed from the winter and the rainy season coming to an end.

Plan a trip together to the nursery or have a tree waiting for her on Mother's Day morning. Planting one is a relatively simple process, with a little bit of physical labor required. See if Mom is up for the challenge or let her sit back and relax while you put her new tree in the ground.

## GO FOR A HIKE

Is Mom the adventurous type? Tell her to take a hike, in the nicest way possible. Plan a trip to your local refuge or park



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that features a hike with scenic views of bluffs, wildlife or waterfalls.

This setting can provide Mom a serene, relaxing backdrop before her week gets back to normal on Monday. She will appreciate your efforts in coor-

dinating a hike, so remember to pack all the essentials, including snacks, drinks, first-aid kit and bug spray. If you're surprising her, don't forget to pack her a set of comfortable clothes and appropriate hiking shoes.

## RIDE A BIKE

Do you have a local trail that offers easy to moderate bike riding? Cycling is a perfect family activity that also works up a sweat.

Handle all of the planning

and packing for the trip, including any of Mom's favorite snacks or drinks. Also be sure to check out the family's bikes for proper tire pressure and working brakes so you can all enjoy a safe Mother's Day ride.

# Vote for Mom

**I**s there a woman in your life who qualifies for the best mom ever, in your opinion? Why not shout it from the mountaintop?

There are many forums, including through your local newspaper, that will be more than happy to highlight the positive, unique story of your Mom.

If you know of no such contests, lobby your local newspaper editors to create one. They are always looking for ways to engage and excite readers, and a Mother's Day contest could certainly accomplish that goal.

## TELL A STORY

What makes your Mom different? Does she have a unique career background that she has been able to balance with raising a family? How does she go above and beyond to always make sure everyone is taken care of?

Whatever makes your mom unique, it's important to tell her story in a compelling manner. Ask family members for their favorite Mom story or examples of how she has impacted their lives. Along with collecting great content for your contest entry, you may learn something about Mom that you didn't know.

## GET OTHERS INVOLVED

If you submit your story for a local newspaper's contest, check to see if the voting will be done in-house or online by readers. If the platform is online, then be sure to drum up some attention to your entry by getting your friends and family involved.

Take to your social media accounts to share the contest details, including a short snippet of what makes your mother deserving of winning the contest. Make sure to provide a link to the voting site along with any directions you were provided.

Before you know it, you could have your friends and all of their connections voting for your mom. Make sure to update them on any contest announcements and thank them generously for helping your cause.



# Give Mom a Day Off

Let's take a hypothetical look at all of Mom's roles in the house.

As chief executive officer, she calls the shots and plays a primary role in establishing the current and future direction of the family.

As psychologist, she assesses behavior and counsels family members if there is an issue within the household.

As facilities manager, she maintains order in the home and keeps things operational. And as lead nurse, she treats ailments and offers expert care.

Chauffeur, lead cook, financial manager — we could go on forever. We all know that Mom's salary is priceless and should be on the same level as professional athletes, actors or recording artists.

According to the Insure.com 2014 Mother's Day Index, various tasks moms perform at home would be worth \$62,985 per year in the professional world. The career website Salary.com shows a stay-at-home mom's worth at more than \$100,000 per year.

Both Insure.com and Salary.com found mothers are working about 90 hours per week to keep their households running smoothly.

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

## MAJOR TASKS

Surveys found that moms spend an average of 14 hours per week preparing meals. This portion of the salary was figured considering a cook's \$9.55 hourly wage and totaled nearly \$7,000 per year.

Comparing driving duties and salary to that of a chauffeur making \$12 an hour, Mom should be bringing home more than \$5,600 per year. And you can add another \$5,200 for cleanup and \$1,700 for shopping for the family.

## WORKING FOR THE KIDS

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 an hour for her tutoring services, totaling more than \$7,200 in annual salary.

Additionally, Mom serves as childcare worker (\$21,736 per year), summer activity planner (\$8,880 per year) and private detective to find out what kids are up to (\$1,036 per year).



# Throw a Party

One of the best ways to celebrate the moms in your life is to do just that — celebrate. Throwing a party for Mom can be easy and fun, and will show that you are grateful for everything she does for the family.

When putting together plans for the party, be sure to include all of Mom's favorite dishes and drinks.

And don't forget the activities. Make up some fun games that put the spotlight on Mom. Activities such as trivia or charades can give your party a humorous twist, especially if the questions and answers are customized to describe the moms at the party.

## OUTDOOR PARTY

In most parts of the country, the average temperature for May is above 60 degrees, according to the National Climatic Data Center. This is perfect weather for a lunchtime picnic or an evening bonfire.

Coordinate with all of the moms in your life to see if they'd be interested in coming over for a party. Offer to cook all the food and make it a time of relaxation for all of your invitees.



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## SURPRISE!

Pulling off a surprise Mother's Day party can be tricky because the families you know likely have holiday plans already in the works. That's why it's important to extend invitations extra early to test the waters.

If you're feeling creative, you can try to surprise multiple moms at the same party. Have your guests show up at as close to the same time as possible and have friends and other family members waiting inside your house or at the restaurant to yell out a giant

“Surprise!”

## GENERATIONS

One of the greatest family traditions of Mother's Day can be getting multiple generations of moms together.

There are special bonds between grandmothers, moth-

ers and daughters, all at different stages of their mothering lives.

You can do your part as a party planner to highlight and preserve these memories of togetherness by coordinating an annual photo with all of the family's mothers. Take photos

in a specific location and continue to do so from the same spot every year.

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