

DON'T FORGET MOTHER'S DAY MAY 11, 1997

Mom's - a special breed of people

Impossible to truly reward moms for hard work and sacrifices

What would be your reply to the following job offer - it pays nothing, you're on call 24-hours-a-day and you don't get any time for yourself.

You would probably say no. But millions of mothers have made a lifelong commitment to such a job.

With each passing generation, motherhood is becoming even more challenging. Today, 63 per cent of mothers with children

under the age of 16 work outside the home. Stats Canada reports that 53 per cent of baby-boomer age mothers said they are too busy to have fun anymore.

The changing face of the family is also making a serious impact on motherhood. The percentage of families headed by a single parent has climbed to 13 per cent and shows no sign of stopping.

Recently Dove® Caramel chocolate bar created the Indulge Your Mother contest to encourage Canadians to explain why their mother deserves special pampering.

The contest entries received from children young and old spoke of mothers who had made tremendous sacrifices, who were going through tough times and who were simply exceptional individuals who deserved recognition.

"As my brother and I grew to adolescence my mother began adopting unwanted children ... At 51-years-

of-age, she has raised a total of eight children."

"If you ask anyone they'll tell you how wonderful my mother is. She's hardworking, caring, beautiful (both inside and out) and she has always had time to spend with (us)."

Canadians spend about \$110 million on Mother's Day flowers and boxes of chocolate, but for most, giving mom a true reward for all her hard work, sacrifice and love is impossible.

"She taught me to love, give, be gracious, forgiving and grateful for precious things big and small. We have shared so many experiences together - though fun, laughter and times of tears. My mom has always been there for me."

"My parents just went through a divorce and I have had a hard time dealing with it ... during this time, the only safe spot was my mother."

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chocolates, but for most, giving mom a true reward for all her hard work, sacrifice and love is impossible.

However, the Indulge Your Mother contestants described some imaginative ways to pamper their moms in an ideal world.

"I would greet her when she wakes up with a poster saying 'Happy Mother's Day' with the letters spelt in chocolate-covered cherries - her favourite thing to eat."

"Only once in the past few years have all us children been together in one place for a day. I would arrange a family reunion, organized and catered by professionals."

"My mother deserves indulgences every day," said one. "There is nothing comparable to the memory of my mother's arms wrapped around my childish shoulders when they were slumped in sadness or hurt. Maybe spas of the future will be able to

deliver treatments for the heart, that can give my mother a similar sensation to the warmth she provided in our hearts."

Roses staple gift for Mother's Day

Whether it is a dozen red long-stemmed roses or a hardy pink rose bush, roses are a perfect Mother's Day gift.

When you're talking Canadian gardens, nine times out of 10 you're

talking roses. More home gardeners plant and cultivate roses than any other plant.

Somehow or other, roses always seem to take the place of honor and

(Please see page 9)

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- 2 Sittings for Dinner from 5:30pm & 7:30pm

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