

Thanks Mom - Mother's Day is May 10

First-time mothers receive more cards than all other types of mothers combined

Since the Roman era, Mother's Day has been an occasion for celebration.

In fact, it is now the fourth largest card-sending holiday of the year, with Canadians sending more than 15 million greeting cards annually.

Carlton Cards offers some facts about this popular occasion:

⇒ The idea of honoring mothers first began during the Roman era with a spring festival recognizing the goddess Cybele.

This three-day religious celebration, called Hilaria, began on the Ides of March.

⇒ Some historians believe that the ceremony honouring Cybele was later adopted by the early Christian church as a celebration acknowledging Mary, Mother of God.

This celebration, also called Mid-Lent Sunday, was observed the fourth Sunday in Lent.

⇒ In England, Mid-Lent Sunday evolved into Mothering Sunday.

As part of an early custom, young men and women who were employed as servants, gave their

mothers special treats called mothering cakes.

⇒ In 1907, on the second anniversary of her mother's death, West Virginian, Anna Jarvis launched a campaign to establish a nationwide day commemorating mothers.

The holiday became official in 1914.

⇒ Anna Jarvis also introduced the carnation as the official Mother's Day flower because her mother was fond of

them.

Carnations, like mothers, symbolize sweetness, purity and endurance. Today, we wear red carnations in honour of a living mother, white for a mother who is

deceased.

⇒ Extended or single-parent families are common in today's society.

Accordingly, many greeting cards explore the different types of mothering relationships inside - and outside - the traditional family.

⇒ Canadians will send approximately 15 million cards this year.

Mothers will receive nearly one-half. Stepmothers, grandmothers, or other mother figures will receive the rest.

⇒ The first-year mother receives more cards than all other types of mothers combined.

⇒ Mother's Day is the second largest gift-giving holiday after Christmas.

⇒ Mother's Day boasts the largest percentage of male card senders (20 per cent).

⇒ Next to Valentine's Day, Mother's Day has the second largest percentage of juvenile senders (between the ages of one and 18).

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