



Carlton Cards Celebrates Friends on Mother's Day



Mississauga, Ontario (May 2015) - As we become moms we recognize even more that friendship is priceless and the relationships we have fostered over the years enrich our lives, helping us through life's ups and downs. Mother's Day is the perfect time to celebrate your friends and send special thanks for their support, guidance and humour. We may not realize it, but our friends shape and sustain us through both happy and sad times, altering forever our perspectives, our hearts and even the course of our lives!

With this in mind, here is our list of the five friends that every woman needs to have:

A shared history: Whether you met in your grade school playground or at your first job out of university, having a friend who knows your history helps you to remember who you are and where you come from. Even if you don't get to see each other as often as you'd like, when you get together it's like no time has passed at all.

Your own personal therapist: Having a friend who truly listens, helps you get to the root of problems, and come up with solutions is essential. She helps to keep you balanced and is always there when you're not feeling sure about what to do or even how you feel. Best yet, you know that no matter what, she'll keep your secrets in the utmost confidence.

Two peas in a pod: Having a friend who shares your interests—whether it's a love for listening to local bands or spending the day checking out a new art exhibit, helps keep you on track and active. Whenever one of you gets a hankering for your favourite things, you know you can always reach out and make solid plans with one another.

The work friend: Since we don't get to make friends on the playground anymore, sometimes you need to be a little old school and make a friend in the office lunchroom. Having someone to share your daily gripes (and giggles) with definitely makes the work day go faster, and oftentimes these friendships can blossom even further than just coworkers.

Mommy madness: When you're a parent, you need another mommy friend to talk to, vent, and share tips with. Whether you meet her through your child's school or just around town, you'll need someone who truly understands your daily struggles (and also your joys!) She can also be there in a pinch—whether you need someone to pick the kids up, or watch them while you run an errand or two.

While it can be more challenging to make friends as an adult, making it a focus to both create and nurture these relationships has great rewards. Always keep your "friend antenna" up and tuned in to see what new friends you can make. You never know if they may turn out to be just the type of person who could make meaningful contributions to your life.

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For the past 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers seven English speaking brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Gibson, Tender Thoughts and Today and Always as well as three French speaking brands: Entre Nous, Papyrus and Tout en Tendresse. For more information on the Corporation visit <http://www.carltoncards.ca/>

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products. Along with greeting cards, its product lines include paper product offerings which include DesignWare party goods and American Greetings and Plus Mark gift-wrap, boxed cards and electronic greetings. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$2 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

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