

# Carlton Cards Helps You Send Wishes to All Moms on Mother's Day



**Mississauga, Ontario (April 2016)** - Mother's Day is just around the corner and is the perfect time to celebrate all moms and women who impact our lives in extraordinary ways. Carlton Cards knows that every relationship is unique and how we express our love needs to feel just right with the right card. The Carlton Cards trend experts have come up with ways to simplify your search for the perfect card.

**New Mom:** Being a first time mom is a little, well a lot, overwhelming! On top of being sleep deprived, new moms are creating a new rhythm in their daily routine, learning new things as they go along. Choose a card that celebrates being a new mom and make sure to add a personal note to commemorate this very special first Mother's Day.

**Mom of Toddlers:** Though the kids may be too young to peruse the card aisle to pick out a card for mommy, take care in choosing a card that would appeal to both mom and child. Carlton Cards introduces a delightful collection featuring cool characters from Disney, Star Wars and Marvel for Mother's Day that toddlers will recognize and mom will love. Since mom spends a lot of time wiping up fingerprints around the house, why not have the kids leave their mark on the card with their fingerprint alongside their name you have printed!

**Mom of Teenagers:** Being a mom of children in their teenage years requires flexibility, patience and a sense of humour. Carlton Cards offers cards for Mother's Day that are light hearted or downright funny that reflect today's mom-teenager relationship. We make sure that teens can express their appreciation to mom in their communication style that will bring a smile to her face.

**Children that are Now Parents:** Being a parent brings awareness and appreciation for all the things your mom has done for you. Send mom a card that honours her and says thanks for the positive influence she has been in your life. Our cards provide messages that focus on mom, who she is and all she has done for you that are heartfelt and authentic. A perfect way to say thank you and I love you.

**Cards for Just-like Moms:** Having a friend that listens, who helps you find solutions to issues and provides support like a mom, is priceless. Mother's Day offers you the opportunity to say thanks to women who are part of your chosen family that play a large role in your day to day life. Carlton Cards also has created ways to celebrate today's increasingly diverse families with a wide variety of cards that honour step-moms and like-a-mom relationships.

Carlton Cards wishes you a special Mother's Day and we want you to know that all moms just want to hear three simple words... I love you!

**Carlton Cards Ltd.** 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist Phone: 1-800-663-CARD Email: [Pressroom@carltoncards.ca](mailto:Pressroom@carltoncards.ca)

**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/>

**Carlton Cards Ltd.** 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist Phone: 1-800-663-CARD Email: [Pressroom@carltoncards.ca](mailto:Pressroom@carltoncards.ca)