



Carlton Cards Suggestions For What to Say on a Mother's Day Card



Mississauga, Ontario (May 2015) - With all the greeting cards available for Mother's Day, it's usually not hard to find one for your mom, no matter how unique your relationship is. But writing a personal note might not be as easy. That's where the creative team at Carlton Cards comes in. Before we write cards, we research relationships. And we've narrowed down the complicated, tender, strong, funny, forever love between a mother and child to give you some expert advice on just what to say to make your mom feel extra special...

Mom to Mom: Once you become a mother yourself, you have a better understanding of what your mom did for you—and now you're also celebrating her as a grandmother! Here are some ways to express your thoughts:

- For helping you become the mother you are: The highest compliment anyone can give me, Mom, is to say that I'm like you.
- For the ways you've followed in her footsteps: I see you in things I do, I hear you in things I say—and these are some of the things I'm most proud of.
- For all the stages of you've been through: From "Mommy" to "Grandma" you've always found a way to be amazing at who you are.

Mom as a Friend: Do you consider your mom a friend and confidant? Here are some great ways to express your feelings:

- For the Mom you respect as a woman and/or professional: Somewhere along the way, I realized the extraordinary mom raising me was also an extraordinary woman.
- For the mom you love to spend time with: You always knew just how to lift my spirits, Mom. Some things never change.
- For the ways your relationship has changed...and stayed the same: My doctor, my hairdresser, my counselor, my friend...I can't thank you enough for everything, Mom, because "everything" just keeps getting better!

Still Need Your Mom? If your mom is still the person you count on most, be specific about what you appreciate:

- For her words of wisdom: Even if you didn't think I was listening, I live by your words every day.
- For being the one you always turn to: In my heart I have every hug you ever gave me—and sometimes they still get me through.
- For the example she sets: Beautiful, loving, understanding, forgiving...that's you, Mom. And it's who I strive to be.

Carlton Cards wishes you a wonderful Mother's Day and hopes you share it with women who have made you the person you are today.

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