

Hallmark launches Inspirational Mum competition, plus Mother's Day stats and gifts for Mother Day 2009

Submitted by: Lucre Marketing Ltd

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Treat Your Inspirational Mum to Something Special This Mother's Day

Mum-to-be Tess Daly has joined forces with Hallmark to design a one-off Mother's Day Card for its annual Cards for a Cure™ Campaign. The card is worth over £3,000 and contains a fabulous diamond donated by www.77diamonds.com. It was designed by Tess on behalf of Breast Cancer Campaign – one of the charities that benefits from Hallmark's annual donation. The card will be presented to the UK's Most Inspirational Mum on Mother's Day. To enter your mum visit www.hallmark.co.uk before 12th March.

Research commissioned by Hallmark Cards for Mother's Day 2009 has revealed the rise of the Mumbo – men who are openly comfortable about having a close relationship with their mum. 43% of men questioned claimed that their mum is the No1 woman in their life.

The findings also uncover a snap shot of life as a 21st Century Mum – with time pressures, discipline and moral guidance key concerns facing mums today:

- 59% of people over 45 don't think that their mums are in touch with today's challenges,
- The pressure to work as well as bringing up children is a key concern (31%) – this is felt most amongst 25 to 44 year olds
- 58% think the most important characteristic of a mum is that they are always there for you
- Almost a third (31%) turn to our mums for advice the most, while only 10% of us turn to our dads

Please contact Tori at Lucre T: 0113 243 1117 or email tori@lucrecommunications.com for more research findings.

To celebrate Mother's Day 2009, Hallmark has launched a beautiful selection of Forever Friends bears and gifts. The cute gifts below are priced from just £4.99, and help to support the 'Cards for a Cure™' campaign, available from all good greetings card retailers.

Just for You Bear in a gift bag

Size 3.5"

RRP £4.99

Mother's Day Mug in presentation box

RRP £7.99

Mother's Day Bear

Size 8"

RRP £17.99

Hallmark's Cards for a Cure™ campaign will see it donate £1/4 million to two breast cancer charities for Mother's Day 2009. Breast Cancer Campaign will receive £225,000 and Action Breast Cancer, a

programme of the Irish Cancer Society will receive £25,000. This will be the third year of the highly successful programme which will have donated 3/4 million pounds to these two breast cancer charities by the end of its 2009 Mother's Day Campaign.

For more information about Hallmark Cards and to buy greeting cards online visit www.hallmark.co.uk.

For more information on Forever Friends products and interactive fun visit www.foreverfriends.co.uk

- ENDS –

Notes to Editors:

If you would like further information, high res images or product samples, please contact Louise, Tori or Gaby at Lucre T: 0113 243 1117 or email louise@lucrecommunications.com ; tori@lucrecommunications.com; gaby@lucrecommunications.com

Hallmark

Established in the UK in 1958, Hallmark Cards is the UK's leading greeting card publisher. As well as greeting cards, Hallmark also produces related products such as wrapping paper, gift bags, social stationery, and gift products.

Breast Cancer Campaign

Breast Cancer Campaign's mission is to beat breast cancer by funding innovative world-class research to understand how breast cancer develops, leading to improved diagnosis, treatment, prevention and cure. It aims to be the leading specialist in breast cancer research across the UK and the Republic of Ireland, making a significant impact on breast cancer for the benefit of patients.

www.breastcancercampaign.org

www.77diamonds.com

The full range can be seen at www.77diamonds.com. Stylish and uncluttered, the site is designed to enable customers to simply and intuitively navigate a huge array of the highest quality diamonds and jewellery styles without distraction. For customers who prefer, further advice and consultations can be made by phone or at Seventy Seven Diamonds' central London showroom