

# **'World's Best Moms' Campaign for Mother's Day 2013**

## **Launched on Facebook By 123Greetings.com**

**Sub-headline:** Give a one-of-a-kind gift to Moms on [Mother's Day 2013](#). Share an anecdote on the Facebook campaign event page and get published in an ebook.

**New York, NY, April 8, 2013:** [Mother's Day](#) is one holiday in the calendar, celebrated on the second Sunday every May in the United States, when most consumer products' companies feel people will be willing to part with precious hard-earned dollars. Why is this so? The answer is quite simple – this day celebrates the Mother-Child relationship – perhaps one of the most emotional ones.

123Greetings.com has launched a special Mother's Day campaign this year, to celebrate this beautiful relationship. The campaign can be found at <http://www.facebook.com/events/361906770585827/>. The campaign description reads, *"Has your mother stood by you when you needed her most? Have you at times missed standing by her? Share your story with us here as a post. Include your Mom's name in the post, and we'll feature her name in our "World's Best Moms" ecard, created exclusively for them. Names of 1,000 moms whose stories are most-liked by April 15th shall be included. 100 most-liked stories get published in our "World's 100 Best Moms" ebook to be launched this Mother's Day on 12th May 2013."*

Arvind Kajaria, Founder of 123Greetings.com, says, "We asked ourselves, what would make our Moms feel special and happy – is it the amount of dollars we spend, or the thought that we fondly and gratefully remember what they said to us, or did for us, or the moments they spent with us? We felt it to be the latter. This gave birth to our campaign titled, 'World's Best Moms'. We invite everyone to share their stories with us, and we'll reciprocate by creating an ecard with their mom's name included within the World's Best Moms."

123Greetings.com has a collection of over 600 free [Mother's Day ecards](#) across 11 categories.

### **About 123Greetings.com:**

123Greetings.com is the world's leading online destination for human expressions reaching over 95 million visitors annually. Drawing from its tag line "Free Greetings for the Planet" the service exemplifies the notion that the best things are free in our planet and so should wishes, greetings and personal expressions be. Its offering of over 37,500 greeting cards covers a mix of 3,000 seasonal & everyday categories.

For details visit [www.123greetings.com](http://www.123greetings.com).