

Mother's Day 2013 Revelation: People Reviewed Over 3.7 million Ecards For Darling Moms, Last Year At 123Greetings.com.

Sub-headline: People donned their 'Green' avatar for [Mother's Day](#) last year to impress Mother Earth as well as their moms by choosing to send thoughtful ecards and expressing their love, care and appreciation.

New York, NY, May 7, 2013: Mother's Day is the third biggest day of the year for card sending, as per the American Greeting Card Association. Last year over 3.7 million people chose to go the ecard way by exploring the different kinds of exclusive expressions for [Mother's Day 2013](#) offered on 123Greetings.com.

A mother-child relationship, in its different forms, is one of the most cherished relationships. 123Greetings celebrates the beauty of this relationship, by offering over 700 [Mother's Day ecards](#) across 12 categories to suit the different tastes and styles of moms around the globe. This is perhaps the largest ecard selection available on the planet.

The rise in the number of people choosing ecards as a means of expression goes to show that the concern for the environment and Mother Earth has been growing substantially.

Arvind Kajaria, Founder of 123Greetings.com said, "We at 123Greetings.com are always excited to learn about choices of people and how they are evolving. We are happy that more and more people are choosing to care about Mother Earth and are opting for 'Green' and ecologically efficient products and services. We have always felt that it is the thought that counts, and a customized ecard with a personal message goes a long way in etching a long-lasting indelible memory in the minds of receivers. We hope to make millions of mothers smile this Mother's Day with our riveting line-up."

123Greetings.com houses over 700 Mother's Day ecards across 13 categories, including a special category called [Día de las Madres](#) for the Spanish speaking community.

About 123Greetings:

123Greetings.com is the world's leading online destination for human expressions reaching 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