

## **123Greetings Launches Ebook On ‘Mother’s Day’ Titled ‘World’s Best Moms – A Collection Of Memories’**

**Summary:** Mothers touch and inspire the lives of millions this [Mother’s Day](#) as stories about their selfless love, sacrifice, courage and triumph are shared with people all over the globe through the ebook.

**New York, NY, May 10, 2013:** A recent article called ‘The economics of [Mother’s Day](#): By the numbers’, published by The Week, revealed 36% of mothers would prefer to receive something homemade on **Mother’s Day**. This shows mothers care more about the thought and effort put in by children and loved ones, than money spent.

123Greetings.com chose to make [Mother’s Day 2013](#) special and memorable by taking the initiative of helping people with its thoughtful “One-of-a-Kind Gift” – an ecard with names of moms shared by people on the 123Greetings Facebook page and an ebook containing their memories, downloadable by anyone who wishes to revel in the beauty of this relationship.

‘World’s Best Moms’ campaign, launched on April 5, 2013, saw people of all ages and from different parts of the world coming together to share memories of what makes their moms the world’s best mom. Memories shared in the ebook explore sentiments of joy, love, tears, courage and gratitude – all associated with the inexplicable bond between mother and child. The ebook can be easily downloaded for free from [www.123greetings.com/events/mothers\\_day](http://www.123greetings.com/events/mothers_day).

Arvind Kajaria, Founder of 123Greetings.com, says, “Our initiative appreciates mothers who taught their children how to live and love, and the children who fondly relive all moments spent with their moms. We invite you to join the celebration and encourage you to share this ebook with those who you feel will enjoy reading these beautiful and sweet memories.”

Brandon Evans, Editor-in-Chief of Hyperink Inc., the publishers of the ebook, says, “The ebook is available on all major ebook platforms including Amazon Kindle. We are confident people will love it.”

123Greetings helps celebrate this day, by offering over 800 [Mother’s Day ecards](#) across 13 categories.

### **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](http://www.123greetings.com).