

## **Father's Day Infographic Release By 123Greetings.com:**

### **Are Fathers Underrated**

**Sub-heading:** 92.5% additional ecards were sent on Mother's Day than [Father's Day](#), by users in U.S.A from 123Greetings.com in 2012. 123Greetings strives to reduce this gap by encouraging users to celebrate **father-child** relationships and acknowledge the multi-faceted roles played by dads.

**New York, NY, May 28, 2013:** Statistics revealed by IPSOS Public Affairs' research in 2012 raised concerns among 123greetings' analysts. Statistics show that 77% of the men and women surveyed in U.S.A feel that mothers receive more attention than dads on their respective holidays. These findings are affirmed by 123Greetings' analysis where Mother's Day is ranked above [Father's Day](#) as a popular holiday for sharing e-greetings.

When both parents play significant roles in a child's life, these statistics to some, may be baffling. Modern fathers now are more involved with their children than their fathers were, as mentioned in Time magazine's article "Appreciating Fathers on Father's Day 2012, by the Numbers".

For [Father's Day 2013](#), 123Greetings.com urges children to acknowledge the contributions of fathers in their lives. Mothers play nurturing roles, but, so do fathers. Like mothers some choose to multi-task between work and home and are increasingly contributing to childcare activities. In such a scenario, appreciation from family, not necessarily in the form of monetary goods, may be rewarding. IPSOS' research shows that 46% adults do not spend on **Father's Day gifts** and that fathers too don't expect much. A simple thank you, an ecard or the day spent with family are some [Father's Day ideas](#) that can be used this year.

Arvind Kajaria, Founder of 123Greetings.com says, "At 123Greetings we are proud to celebrate the unparalleled bond between father and child. We encourage all to express gratitude and love to their fathers, grandfathers or godfathers. This Father's Day whether you choose lavish gifts or simple expressions like ecards, it is the thought that will be cherished".

123Greetings.com has over 550 Father's Day ecards across 13 categories for users to choose from.

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

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)