

# Mother's Day

Special Edition *May 9th 2010*

## Gina's Corner

The earliest history of Mother's Day dates back to the ancient annual spring festival the Greeks dedicated to maternal goddesses. The Greeks used the occasion to honor Rhea, wife of Cronus and the mother of many deities of Greek mythology.

Today Mother's Day is celebrated in many countries including Canada, US, UK, India, Denmark, Finland, Italy, Turkey, Australia, Mexico, China, Japan and Belgium. People take the day as an opportunity to pay tribute to their mothers and thank them for all their love and support. The day has become hugely popular and in several countries phone lines witness maximum traffic, card and flower sales increase and, of course, for restaurants, this is the single most popular day for eating out.

*Ideas!*...to help you stand out from the crowd!

### *"Two is Better than One"*

**Pair up with another local business. Together you can offer something different and keep patrons shopping local, which is always good for the community.**

**Talk to your local**

**Florist, Hair Salon, Spa or Theater.**

**\*Pair up with a florist for a lovely bouquet of flowers and Dinner.**

**\*Pamper Mom with a Lunch Certificate and a new hair-do or a spa treatment.**

**\*Or pair up with your local theatre for brunch and a matinee.**

**There are many other variations to this idea, ask your sales rep for more ideas.**

### *Get the Kids Cooking!*

**At one hotel chain in the U. S., kids get to be chefs for Mothers Day!**

**The hotel opens their kitchen to them for its first ever "Mother's Day Pancake Play Date" brunch special. On Sunday, May 9th the hotel will provide kids the opportunity take home a chef's hat and create the ultimate, customized pancake creation while mom sits back and waits to be served. The "Mothers Day Pancake Play Date" is a fun and affordable way to say "Thanks Mom" -- prices start at \$25.00.**

**Would this work at your establishment?**

### *Give Mom that Extra Special Treatment.*

**Let mom know how much you appreciate her.**

**\*Give out a carnation to all Mom's on Mother's Day.**

**\*Give them a chocolate or treat to take home, after their meal.**

**\*Bring your Polaroid and take a picture of her and the family dining at your establishment. Give the picture to her at the end of the meal with a personal hand written "Thank you, Happy Mother's Day from all of us at Restaurant X 2010."**

**Just one of these kind gestures will help remind her and the whole family, that you really care!**

**"A mother is the truest friend we have, when trials, heavy and sudden, fall upon us; when adversity takes the place of prosperity; when friends who rejoice with us in our sunshine, desert us when troubles thicken around us, still will she cling to us, and endeavour by her kind precepts and counsels to dissipate the clouds of darkness, and cause peace to return to our hearts."**

**Washington Irving**

**findlay**  
Foods (Kingston) Ltd.