

MOTHER'S DAY MAY BE MOM'S DAY OFF BUT ONE-THIRD WILL BE DOING THE COOKING THIS YEAR

Since Mother's Day became a national holiday in 1914, tradition suggests that it's mom's day off. But a Market Day online survey found that of those families that celebrate Mother's Day at home, 38 percent of moms will prepare their own family's Mother's Day meal this year. The online survey was conducted with more than 945 respondents.

If you think the economy is contributing to the rise in keeping mom in the kitchen to conserve expenses, so far that does not seem to be the case. In fact, 73 percent of respondents indicated that the economy will not affect their Mother's Day celebration this year at home. However, for the 27 percent who are feeling the economic pinch, 51 percent will not opt for restaurant dining or will go to a less expensive restaurant. This despite the fact that Mother's Day is the busiest day of the year for restaurants.

This is not to say that moms will be doing all the food preparation at home themselves since 34 percent will get help from family members, and 19 percent will enjoy their meal prepared by a spouse.

For moms who do prepare Mother's Day meals, 42 percent prepare dinner, equal to the 42 percent that prepare a lunch/brunch.

A family-oriented trend is that 46 percent of moms indicated that in the past, their kids helped prepare a special meal for them on Mother's Day. Of these kid-inspired meals, 62 percent served mom breakfast (45 percent were served in bed). Fourteen percent helped make dinner, while seven percent helped make a cake, cupcake or cookies.

Kid-prepared meals for mom seem to be a newer tradition, since only 39 percent of today's moms say they prepared a meal for their own mothers. Most impressive, is that 73 percent of spouses or partners either played a very involved role or supervised the production of the meal. A brave 27 percent let their kids manage the entire preparation.

Mother's Day continues to be a special time for women family members as evidenced by the 56 percent who consider the day a time for the women in their family to bond.

About Market Day

Market Day, the Original Fundraising Food Cooperative[®], is the nation's largest food fundraising company. In addition to its flagship monthly food program, Market Day offers a variety of fundraising options including a gift brochure, restaurant-quality desserts, beverages, cookie dough, and a gourmet food catalog. Market Day is dedicated to providing high quality products at a value, and its consultative approach provides custom fundraising solutions for organizations across the country. Since its inception over 30 years ago Market Day has helped raise more than \$450 million for kids and communities. For more information visit marketday.com.