



Mother's Day is Around the Corner

RISE: MOTHER'S DAY IS AROUND THE CORNER. DO YOU KNOW WHAT YOU'RE GETTING MOM THIS YEAR?

ACCORDING TO A RECENT SURVEY CONDUCTED BY WESTERN UNION, WE MAY BE GOING ABOUT GETTING MOM'S GIFT ALL WRONG. NEARLY THREE-QUARTERS OF ADULTS ADMIT THEIR MOTHER WOULD PREFER TO RECEIVE FIFTY DOLLARS CASH THAN A FIFTY DOLLAR BOUQUET OF FLOWERS. AND, ALMOST TWO-THIRDS SAY THE GIFT OF CASH IS MORE APPEALING THAN ANY OTHER TYPE OF GIFT.

VICTORIA LÓPEZ-NEGRETE, SENIOR VICE PRESIDENT FOR WESTERN UNION EXPLAINS:

**LÓPEZ-
NEGRETE:**

WE ALL STRUGGLE WITH FINDING THE PERFECT MOTHER'S DAY GIFT. MANY OF US GO OVER BUDGET JUST TO PUT A SMILE ON MOM'S FACE. BUT AS THE SURVEY SHOWS, CASH IS BOTH A PRACTICAL GIFT-GIVING IDEA AND THE PREFERRED GIFT. SO THIS MOTHER'S DAY, GET MOM WHAT SHE REALLY WANTS *AND* STAY WITHIN BUDGET BY GIVING CASH, THE PERFECT GIFT

RISE: THIS YEAR ON MAY EIGHTH, FORGET THE NUMBER ONE MOM MUG OR OTHER TRINKETS. GIVE YOUR MOM A GIFT SHE WON'T RETURN - CASH! FOR MORE INFORMATION, VISIT WESTERNUNION DOT COM. I'M RISE JILL MILLER.

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