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7 things you didn't know about Mother's Day



Sustainable Forestry Initiative
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Mother's Day didn't always involve buying cards, flowers, and candy, but it's always been about showing moms love and appreciation. Learn how Mother's Day has evolved over time and get new ideas for celebrating this year.

1. In the US, Anna Jarvis was inspired to create a day honoring mothers based on the work of her own mother, who taught other mothers about childcare before the Civil War and organized mothers to promote reconciliation afterward.
2. Mother's Day became an official US holiday in 1914. It's celebrated on the same day in both the US and Canada, the second Sunday in May.
3. By 1920, the holiday had become so commercialized, Jarvis tried to have it "revoked." (Today, more than 140 million greeting cards are sold for Mother's Day.)
4. The US Mother's Day stamp was issued in 1934. It depicted the painting known as Whistler's Mother, with a bouquet of flowers added.
5. In 1968, Coretta Scott King chose Mother's Day for a march to support women and children in need.
6. On Mother's Day, more phone calls are made than any other day.
7. There are also more restaurant reservations on Mother's Day than any other day.

3 Fresh Takes: What's Your Next Move?

There's nothing wrong with sticking to the Mother's Day classics. But if you're up for a detour, you might find a new tradition of your own. Here are just a few opportunities as close as your nearest sustainable forest.

More than 300 million acres (121 million hectares) of forestland throughout North America is certified to the SFI Forest Management Standard which is managed by the independent, non-profit Sustainable Forestry Initiative (SFI). The SFI Forest Management Standard ensures wildlife conservation, water quality, and responsible forestry.

1. Skip the crowded buffet and pack a simple picnic. Include favorite foods your mom served you as a kid.
2. Get active. Ninety-eight percent of the forestland certified to the SFI Standard is open for public recreation. You'll find something for every speed, from birdwatching and walking to cycling and horseback riding.
3. Support a cause you both care about. Look for tree planting activities and conservation events in your community.

To learn more sustainable forestry and ways to get involved, visit <http://www.sfiprogram.org/>.



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