

*For Immediate Release*

## **Christmas “Holidaze” Takes Toll on Mom**

### **Underneath All That Holiday Cheer, the Festive Season Has Moms Feeling Anxious, Guilty and Wishing For Santa to Provide More Time and Money**

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Vancouver, BC/Toronto, ON (December 1, 2009) – Results of a new nationwide survey of SavvyMom.ca readers show that while Canadian moms are looking forward to the holiday season, 58% feel anxiety that is directly related to their long to-do lists and family finances. While Christmas anxiety is not unusual, the survey results demonstrate that moms bare the brunt of the responsibilities and overextend themselves in order to make the season special for their family and friends.

The survey, conducted by limelitePR in conjunction with Canada’s top online mom publication SavvyMom.ca, shows that ‘togetherness’ holds the top spot in moms’ priority list over the holiday season, with 60% saying they love family traditions, 47% love visiting friends and attending parties and 46% love having the kids home and spending quality time with them.

But all that togetherness culminates in high expectations, with moms’ anxiety levels increasing as a result of their **#1 concern** of “**how to pay for everything**”, and more **feelings of anxiety for “not being able to afford more”**.

44% of moms say they would eliminate buying token gifts for so many people. The respondents report the average amount of gifts to be purchased by them each holiday season is **16**. And when asked what they would want if they could have any wish granted to help them get ready for the holiday season, the majority cited **more money** (30%), more time or time-savers like hiring a cleaner or personal shopper (27%)

57% of moms have allocated a holiday spending budget, with 60% expecting to spend about the same as last year. Canadian mom budgets vary with 23% estimating to spend \$500 to \$750 on gifts, 23% plan to spend between \$250 to \$500, and 22% between \$750 to \$1,000.

As CEO of the household, 50% of the moms surveyed do the majority of holiday preparations and an additional 33% report that they do it all, with no assistance from other family members. For those with significant others, their partner’s contribution is primarily limited to decorating the outside of the house (32%).

“While it’s not surprising that the typical Canadian mom takes charge of managing all the activities encompassed throughout the holiday season, we encourage moms to keep it simple and focus on what’s truly important, says Minnow Hamilton, Managing Editor, SavvyMom.ca. And we want them to remember to ask for help.”

#### SavvyMom Holiday Stress Busting Tips For Moms:

- Make it a potluck: If you are hosting the big holiday meal, offer to cook the bird and ask everyone else to bring one side dish. Your job is the easiest as long as you pop it in the

oven in time. Take advantage of the time freed up from making side dishes to spend some time outside with the kids.

- Shop in multiples: when you find a gift you like that will suit many different recipients, such as a special box of chocolates or an eco-chic reusable water bottle, shop in bulk (and check things off your list in bulk).
- Simplify your décor: the more you put up, the more you have to put away. Focus the décor on high impact areas of your house such as the front hall. Keep a few of the special decorations the children have made over the years as they will enjoy opening them up every season.
- Block off some time in the family calendar for some relaxing activities such as a movie night, a holiday hike, a drive to see holiday lights around town or family cookie baking and decorating, and protect this time. It's OK to say no to a party invitation.

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Please contact [Jeanette@limelitepr.com](mailto:Jeanette@limelitepr.com) for a comprehensive breakdown of the survey results.

**About limelitePR** limelitePR is a boutique public relations firm that is dedicated to creating a connecting leading brands with moms across Canada and the USA.

**About SavvyMom Media SavvyMom** is the trusted resource for time-crunched moms across Canada, delivering tried and tested practical solutions to everyday dilemmas. SavvyMom's bi-weekly email newsletter reaches 30,000 moms across Canada. More information on SavvyMom Media and its subsidiary programs can be found at [www.savvymom.ca](http://www.savvymom.ca), [www.momentpreneuraward.com](http://www.momentpreneuraward.com), and [www.sharesavvy.ca](http://www.sharesavvy.ca).

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