

For Mom's Day, Top Online Retailer Celebrates 'The Other Mother' CSN Stores Proudly Recognizes All 'Motherly' People this Year With New, Affordable Gifts

From the babysitting neighbor to the afterschool mentor, families depend on the support, aid, and kindness of friends and relatives all year long. But without a holiday designated specifically for these 'unsung heroes,' their actions and efforts can sometimes go unappreciated.

This year, CSN Stores is proud to celebrate the 'Other Mother:' aunts, friends, nannies, and neighbors that, on a day devoted to the hardworking and selfless, deserve to be recognized for all their time, support, and love. This holiday is about appreciating those that are there for you, unconditionally. Though mothers certainly come first on this special day, it's important to remember all the non-moms out there that have had a positive impact on your life, too.

"In a down economy, 'random acts of kindness' tend to go a long way," says CSN Family Blogger Chloe's Dad. "That why, for Mother's Day, we wanted to do something special for the loved ones that are sometimes overlooked." Chloe's Dad also notes that "it's important for moms, even if the day is (and it should be) all about them, to remember the people – the supportive sister, neighbor or friend – that has helped make motherhood a little easier."

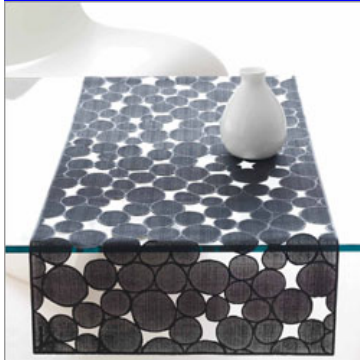
So, along with our 'Mother's Day Gift Guide' - an annual list of the best and trendiest gifts for moms of all ages - Chloe's Dad and our CSN Gift Specialists selected a few new, affordable items that would be ideal for the 'Other Mother.' See what they picked below...

[Mio Culture - Beehive Soft Bowl](#) - \$39



Though it's important to remain budget conscious, especially when the occasion doesn't call for a large, luxury item, it's still vital to find a gift that's thoughtful. "So, for the multi functional 'Other Mother,' try this new, funky bowl that can be used as a storage container, planter cozy, or home and office accent," says Chloe's Dad. The bowl also has a great story behind it. Designed to minimize environmental impact, the Beehive Soft Bowl is produced using less than one tenth of the energy needed to create ceramic bowls. The Soft Bowl is also handmade by local crafts people, made from 100% wool, and is available in three red, charcoal, and bright yellow. Talk about thoughtful.

[Chilewich - Pressed Vinyl Dots Runner](#) - \$24 (CSNStores.com)



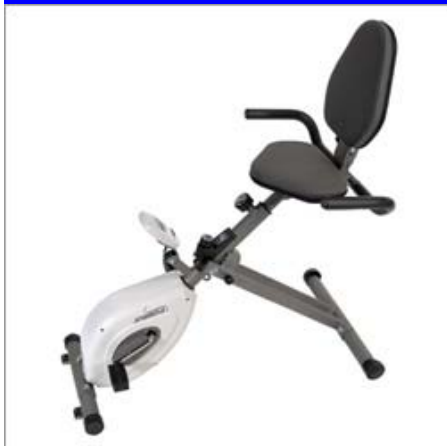
“The ideal ‘Other Mother’ gift is one that can be appreciated day in and day out,” says Chloe’s Dad. “And the Pressed Vinyl Dots Runner, the latest design breakthrough from Chilewich, is both chic and playful, providing a modern alternative to tabletop dressing that will add style to every dinner.” Pressed vinyl also represents a product reminiscent of fine linen but with the benefit of easy care for everyday use – perfect for the woman with a hectic schedule.

[Majestic Pet Products - Cat Cuddler Pet Bed](#) – From \$31 - \$38 (CSNStores.com)



“For the ‘Other Mother’ with a ‘little feline baby’ of her own, a trendy pet bed or chewable is always a great gift,” says Chloe’s Dad. Our CSN Gift Specialists recommend the Cat Cuddler, an affordable and brand new cat bed from Majestic Pet Products. The bed is constructed of super soft orthopedic grade foam and is available in multiple sizes and colors.

[Stamina - InTone Folding Recumbent Bike](#) - \$179 (CSNStores.com)



“The first activity sacrificed due to surprise responsibilities is usually a trip to the gym or a workout,” notes Chloe’s Dad. With this folding recumbent bike, the ‘Other Mother’ will be able to squeeze in exercise whenever she has a free moment. Perfect for transporting and easy to store, this is the ideal piece of workout equipment for the woman that’s always ‘dropping everything’ to be help out a friend.

[Authentics - Table Stories Vase](#) - \$50 (CSNStores.com)



The perfect gift to couple with flowers, this new and imaginative vase is an ‘Other Mother’ essential. The vase is patterned on both sides with intricate and sophisticated dreamscape graphics from popular artist Tord Boontjie.

[iittala - Taika Black Dinnerware Set](#) - \$8.80 - \$32 (AllModern.com)



Many times, an ‘Other Mother’ can become so preoccupied with helping and supporting people that she can tend to forget about herself. “And one household necessity that traditionally gets overlooked and usually requires an upgrade is the dinnerware,” adds Chloe’s Dad. That’s why our experts selected the brand new iittala Taika Black Dinnerware Set. Klaus Haapaniemi’s new Taika collection beautifully merges folklore and architecture to create a modern world of ceramic plates and mugs, adding a touch of magic to any home and kitchen.

For high-res images or more information on CSN’s Celebration of ‘The Other Mother,’ please contact Will Flanagan via email at wflanagan@csnstores.com or at PR@csnstores.com. Also, for more family-oriented tips and product spotlights, check out [Chloe’s Dad’s Posts](#) every Friday on the [CSN Blog](#). Thanks for your consideration.