



Media Release

FOR IMMEDIATE RELEASE

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Moms love gifts from ChildFund International

RICHMOND, VA – This Mother’s Day, give mom a truly meaningful gift: donate an item in the name of your mother to a needy family or community from ChildFund International’s [Real Gifts catalog](#). The catalog, designed to help children and families in need, contains more than 100 items ranging in price from \$11 to more than \$4,000.

Items in the catalog have been specifically requested by staff and communities in ChildFund’s 29 program countries and are delivered directly to recipients exactly as they are described.

To have a little fun this Mother’s Day, ChildFund created a [news release](#) made with all GIFs to highlight the catalog. If you were scratching your head at the message of the GIFs, here’s a quick translation.

Headline: Moms love gifts from ChildFund International

Body: Moms don’t want traditional gifts this Mother’s Day like flowers and chocolate.

Instead, you should give goats, cows and chickens to needy families.

There are hundreds of items to choose from in ChildFund’s Real Gifts catalog and website.

A cow can bring nourishing milk to a child and family.

A bike can help a young girl get to and stay in school.

A chicken can produce eggs, providing much-needed food for households.

Those items, and others from the Real Gifts Catalog, are all very meaningful and will equal happy moms (and happy and healthy children).

Did you enjoy the ChildFund Real GIFs news release? Please share on Facebook and Twitter using the #ChildFund and #RealGIFs hashtags.

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ChildFund International is a global child development and protection organization serving more than 19 million children and family members in 29 countries. For more than 75 years, we have helped children grow to their full potential and create lasting change in their communities. A member of ChildFund Alliance, we build supportive environments where all children can be safe, healthy and educated. Most of our funding comes from individual sponsors who contribute monthly towards the wellbeing of a particular child. For more information, visit www.ChildFund.org.