

FOR IMMEDIATE RELEASE

**Introducing Precious Moments
2015 Mother's Day Gifts**

Mom is very special and deserving of a gift that shows her just how much she is loved and appreciated! Precious Moments 2015 Mother's Day lineup is sure to melt her heart!

Mother's Day is an important gift-giving occasion for retailers and Precious Moments offers a diverse selection with wide appeal to please the most discerning customer, as it adds to the bottom line!

Children shown presenting handmade remembrances ...Mom sharing precious time with her baby... a young daughter lovingly brushes Mom's hair – all moments that will be remembered for a lifetime. Each figurine is created in bisque porcelain and painstakingly hand-painted.

The beautiful Ne'Qwa Art collection also introduces exquisite Mother's Day additions for 2015. Artist Cindy Shamp's *The Root of a Family Tree begins with Love*, creates an ideal gift for Mom with its heartfelt message inscribed on the nostalgic scene hand-painted inside a Standard Trillion ornament.

The art of Connie Haley pays tribute to *Grandma* and *Family* in two new Ne'Qwa Art Petite ornaments. Meticulously hand-painted in miniature – in reverse – inside the delicate glass ornaments and wine toppers, the results are remarkable and original, each one poised to become a treasured family keepsake.

Every elegant Ne'Qwa Art ornament comes in a satin-lined velour gift box with a certificate of authenticity, making the presentation as lovely as the gift.

For more information about the Precious Moments and Ne'Qwa Art Mother's Day introductions, retailers are encouraged to contact their Precious Moments sales representative, call Customer Service at 888-878-8148 or visit www.Retailer.PreciousMoments.com. ##