MEDIA RELEASE

Forgetful Aussies missing out on Mother’s Day
New research reveals a quarter of Aussies have forgotten Mother’s Day and 1 in 10 are repeat offenders every year

Sydney, Wednesday 10 May 2017: Mums are worth celebrating every day of the year but with our increasingly busy lifestyles and demanding schedules, many Aussies are forgetting to celebrate their mums on Mother’s Day.

New research from Virgin Mobile has found that almost a quarter (23%) of Australians have forgotten Mother’s Day, with a further 40% admitting to repeating the mistake on three occasions. Despite the growing number of ways, we can now connect with our mums, from texts to video calls, 1 in 10 (11%) of us forget to show mum love on Mother’s Day every year.

While most Aussies (45%) say they genuinely forget this special day, surprisingly a quarter of Aussies (25%) still don’t know what date Mother’s Day is. Other reasons for not contacting mum on Mother’s Day include being too busy, working or nursing a hangover (15%).

Fortunately for the forgetful bunch, the secret to this problem lies in our pockets with 1 in 3 Aussies harnessing their mobile phones to stay close to mum. Calendar notes, reminders and alarms are just a few of the ways mobile technology is helping us remember to contact our mums on Mother’s Day.

The research also found that mobile phone technology plays a huge part in the way Aussie’s regularly communicate and connect with their mums, be it a phone call (75%), text message (45%) or via social media (22%).

Nicole Bardsley, Director of Brand & Communications for Virgin Mobile says “While many Aussies are using their mobile to contact mum on a regular basis, it’s surprising to see so many of us forgetting to get in touch with mum on this important day.

Nothing beats the power of connecting with the ones you love most, so Virgin Mobile wanted to take the opportunity to remind people that no matter how far away you are, pick up the phone and celebrate mum this Sunday.”

To avoid playing the blame game, Virgin Mobile has come to the aid of forgetful Aussies with their top three tips on how to stay close to mum this Mother’s Day.

1. **Let your phone do the heavy lifting** – whether it’s an alarm, calendar note or reminder on Mother’s Day morning, using your phone to remember will ensure you’re not one of the forgetful few missing out on wishing mum a Happy Mother’s Day.

2. **Take notes** – start your digital wish list early and make note of your Mother’s Day ideas. Using your phone’s notes app means you can keep track of everything in one place to help find the perfect gift in plenty of time.
3. **Harness the power of social media** - for those of us living away from home, social media means we can celebrate with mum no matter the time or distance. Whether it’s a lovely photo of you both together, accompanied with a heartfelt message, or creating a video of your memories, share the love with family and friends this Mother’s Day.

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**About Virgin Mobile Australia**
From the moment Sir Richard Branson drove a tank across the Sydney Harbour Bridge to launch Virgin Mobile in 2000, we’ve been driven by our brand purpose of changing the game for good. In a world where most Australians feel powerless against their mobile provider, Virgin Mobile is here to restore the power balance. After all, we’re famous for doing things a little differently, and for a very good reason – our customers.

First of all, we deliver a fairer and more genuine experience by delivering above and beyond on the basics, with award-winning customer service and irresistible prices on the latest handsets, backed by the Optus 4G Plus network. We also offer loads of red hot extras, from data-free music-streaming on eligible Postpaid mobile plans, to the Australian-first innovation of Data Rollover which is still exclusive to Virgin Mobile on new Postpaid mobile plans.

But it doesn’t stop there. When you join us, you’re joining the Virgin family too, so if you’re on a Postpaid plan you can earn Velocity Points just for paying your bill and get access to discounts and deals across other Virgin brands. You’ll also feel part of something bigger, as we invite you to help make the world fairer and brighter through our partnerships with OzHarvest, R U OK?, and Oasis.

And we do all of this with a side serve of unmistakeable Virgin swagger. Why? Because we don’t just play the game, we change it for good.

Now that’s Virgin Mobile.

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