

MUMDAYS IS ON A MISSION TO MAKE MUMS FEEL SPECIAL 365 DAYS A YEAR



Mumdays is a brand new experience gifting site, dedicated to making mums feel special with quality me time and TLC. Putting the glamour into experience gifts, mumdays packages are beautifully designed, providing the perfect gift for any mum, during all stages of the motherhood journey, no matter the occasion.



Set up by former sofeminine editor, Channel Mum vlogger and mum of twins, Ursula Brunetti, to redress the fact that on average **mums** have less than 30 minutes to themselves a day*, **mumdays** works with leading tech brands which bring pampering and useful services direct to the home.

Launch partners include letterbox florist Bloom & Wild, at home massage provider Urban Massage and Hassle domestic cleaners, Laundrapp's laundry delivery services and Le Salon App for first class nail treatments.

MUM APPROVED

All mumdays experiences are approved by the mumdays panel of influential mums, the so called **Mum Knows Best** panel. Made up by leading mum bloggers and instagrammers, including [Dress Like A Mum](#), [A Mother's Edit](#), [The Comeback Mum](#), [Samantha Silver](#) and [Gemma Rose Breger](#) from [This Is Mothership](#) and radio presenter [Charlie O'Brien](#), **mumdays** is the first gifting site to make sure each experience meets mums expectations.

The panel has tried and tested all partners to ensure they meet the grade. What's more every mumday experience has an 18-month redemption period, enabling mums to choose when to enjoy their pampering and time off, exactly when they need it most.

Founder, Ursula Brunetti says; "Being a mum is an amazing job but it's very intense. When I became a mum to my twins, I was exhausted and overwhelmed by how little time I had for myself. You do so much caring for others as a mum and you're always at the bottom of your

mumdays

to-do list, but mums need nurturing too. I set up **mumdays** to ensure that mums know how special they are and can enjoy some well-deserved time out.

"I believe being able to recharge and feel like yourself again is so important for your wellbeing and everyone knows a happy mum means happy children. **Mumdays** gifts give back the one thing that mums really covet – time."

Far from corporate and impersonal, **mumdays** gifts are beautifully presented in the **mumdays** signature pink envelope with rose gold foil detailing. Each gift pack comprises of a heartfelt letter about motherhood, a beautiful voucher with sleeve, gift message card and a thoughtful 'Never Forget The Special Things' booklet with prompts for recipients to reflect on motherhood and write their goals.

Mumdays has meaningful gifts for every budget, with prices from £30 - £260.

The **mumdays** offering is split between:

COMBINATION GIFTS These blend together the best experiences into gifts that exceed expectations, for example the New Mum Indulgence package, which includes a 60-minute massage, a bouquet of flowers, a 3 hour domestic clean and direct to door laundry services.

SUBSCRIPTION GIFTS For gifts which keep on giving, the **mumdays** Subscription gifts are perfect, for example the **Mumdays** 3 Month Flower Haul.

MOMENTS **Mumdays** Moments are standalone experiences which are delivered direct to inbox via an e-voucher. For example the Massage Moment for a 60-minute massage.

NOTES FOR EDITORS:

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Experiences and services are subject to location availability according to our partners. Please ask for more info.

*Data from Proctor & Gamble [survey](#) 2011

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