

Get in-store Mother's Day dedications at The Co-operative



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With just a few days left until Mother's Day, millions of people across the UK are no doubt wondering just how they're going to show their appreciation for their mums this weekend. If you're not sure how to make this Mother's Day truly irresistible, wonder no more – because the Co-operative is offering you the chance to send a special message to your mum via its online and in-store radio station. If you're stuck for ideas you're unable to spend time with your mum this Mother's Day, you can simply drop her a line through the Co-operative Radio.

To find out more, simply visit <http://goodwithfood.co.uk/radio> to make a song request or leave a message for the Co-op's resident DJs to read out on the day itself. Co-operative [Food stores](#) across the country will be tuned in to the Co-operative Radio next Sunday, so if your mum's doing her shopping for [Mother's Day meals](#) she may well hear your message or request while she's out and about. And even if you're not planning on visiting your local Co-operative Food store on Mother's Day, you can simply choose to listen in online and wait for your song or message to appear.

Melanie Rushton – digital marketing and development manager at The Co-operative Food– encouraged anyone looking for a special way to mark Mother's Day to get involved, and said it could be the ideal way to show gratitude to dedicated mums.

"This is a lovely way to help make Mother's Day even more special, and put a smile on the faces of our hard-working and deserving mums," she explained.

However, anyone who wants to request a track or send a message to their mother via the Co-operative Radio will need to be quick to avoid disappointment – the deadline for requests is on Thursday March 15th.

ENDS

About The Co-operative:

Founded in 1844 in northern England, the Co-operative is Britain's largest mutual business and is owned by nearly six million partners rather than private shareholders. It owns Co-operative Food, the UK's fifth-biggest food retailer and is a major player in the financial services industry, owning big-name brands including Britannia, the Co-operative Bank and Co-operative Insurance. The group employs more than 110,000 and places ethics at the heart of everything it does, having committed itself to nearly 50 social and sustainability goals as part of its [Ethical Plan](#).

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