

CTA Mother's Day SMT
ANR script - approved
5-5-17

ANNOUNCER: WITH MOTHER'S DAY RIGHT AROUND THE CORNER, YOUR BEST BET IS TO FORGET THE CANDY AND FLOWERS, AND GET HER THE TECH GIFT SHE REALLY WANTS. MOMS TODAY ARE MORE TECH-SAVVY AND CONNECTED THAN EVER BEFORE AND WILL APPRECIATE GIFTS THAT CAN HELP MAKE THEIR MULTI-TASKING LIVES EASIER.

TECHNOLOGY EDITOR AND MOTHER OF THREE, SUZANNE KANTRA:

SUGGESTED SOUNDBITE: *“There are so many new tech gifts moms will love. The Knomo Maddox leather Tote is a great day-to-night bag that will help mom get organized. The roomy interior has a protective sleeve for a 15-inch laptop, RFID pockets to keep her bank cards safe and a hidden, magnetic exterior pocket for her phone and keys. JLab’s Epic Air Bluetooth earbuds are sweatproof and completely wire free, making them the right choice for working out and every other activity. Each bud stays securely in place, thanks to custom earhooks, and she can make calls and listen to music for up to 7 hours. Give mom the gift of time for herself with the Headspace meditation and mindfulness app. With each 10-minute session she can reap benefits, helping her manage the stress of her busy day.*

ANNOUNCER: FOR MORE INFORMATION ON HOT TECH GIFTS FOR MOM GO TO CTA.TECH.