



Carlton Cards Offers Suggestions to Help Others in Need



Mississauga, Ontario (December, 2015)

As Christmas nears, it is very heartwarming to reflect on the generosity of Canadians. According to a poll completed in November 2015 for BMO by Pollara, Canadians are planning to donate an average of almost \$700 in the next year to charitable organizations. The survey also revealed over the holiday season, the average holiday donation is expected to be \$167 from each Canadian. The Christmas spirit truly lives in Canada and Carlton Cards has a few suggestions how you can make a difference during the holiday season and all year round.

Food Banks: The need for donations to Food Banks is spotlighted every Christmas season, but unfortunately over 850,000 Canadians rely on them every month. Luckily there are many ways we can help out. Most food banks allow online donations which is convenient for you and cost-effective for them. Many major grocery chains also provide food donation drop boxes by the entrance to their store which allows you to shop and donate during your normal shopping trip. Let's make a difference helping feed Canadians in need, many who are children.

Secret Santa: In many offices during the holiday season, coworkers buy presents for each other under the guise of Secret Santa. How about changing it up this year? Suggest instead of coworkers exchanging the usual Christmas tchotchke, have each person pick an age group and sex to purchase a toy for which can be donated to a local toy drive charity. As your coworkers gather to enjoy cookies and treats, take some time to admire your toy donations and to reflect how this simple gesture will help put a smile on a child's face on Christmas morning.

Christmas Box of Cheer: Do you have someone close to you that is having a difficult time financially, emotionally or dealing with a health issue? Christmas can add extra stress to those who are facing challenges just coping day to day. A small gesture can spread a little cheer and show you care. Wrap up a box in bright Christmas paper and line it with a Christmas dish towel. Fill with items like healthy treats and snacks, a sampling of your Christmas baking, and assortment of teas, coffee and hot chocolate. Add some personal items like cozy socks, their favourite hand lotion, bath items and make sure to include a beautiful Christmas card that expresses your support and love.



Donate Unused Eyeglasses: Helping others doesn't always cost money. Rather than tossing your eye glasses with outdated lenses into a drawer, a great option is to donate them to be reused and distributed to those in need around the world. In some countries a pair of eyewear is out of reach, costing a month's salary, so your old pair can certainly make a huge difference in someone's life. Check the non-profit organization, OneSight, who have provided free vision care and eyewear to more than 8 million people, to find out where you can drop off your unwanted eyeglasses.

The personal gain you will receive from helping others is something you cannot put a price on and your actions may inspire those around you. As a role model to your children, you have the opportunity to create the next generation of volunteers and world changers.

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For the past 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers six English brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Tender Thoughts and Today and Always as well as our French brands: Entre Nous and Papyrus. For more information on the Corporation visit <http://www.carltoncards.ca/>

About American Greetings Corporation

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