



Carlton Cards Tips for Stress Free Holiday Card Sending



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Christmas is a season full of rich traditions which is why it is so special for Canadians! Part of the magic of Christmas is opening up your mailbox to find cards filled with thoughtful holiday greetings from family and friends. Carlton Cards understands that the holiday season is especially busy and we need to maximize our valuable time. To help out, we have come up with some tips to make the tradition of sending holiday cards more enjoyable for everyone.

Get Organized: Carlton Cards has hundreds of fresh and on-trend cards for you to choose from this Christmas to make it easy for you to find the perfect sentiment for everyone on your list. Stock up on Christmas boxed cards but remember individual cards that provide a more personal voice with heartfelt feelings may be the best choice for parents, spouses, siblings and grandparents.

Make sure you stop at the post office to purchase enough stamps, keeping in mind if you will be sending cards to other countries. Pick up some gold and silver ink pens and some sparkly Christmas confetti to add some extra bling to your cards.

Set Small Goals: To make card writing a little less daunting, pace yourself and try writing out 10 cards a night for one week. Use your printer to create address labels for the envelopes and get the kids involved with the labeling.

Take advantage of any downtime you may have; Keep a few cards in your bag to fill out on lunch or waiting for an appointment.

What to write: Most people want to hear something simple but remember who you are sending the card to and tailor your message so it relates to the person whenever possible. Here are some lovely Christmas card sayings for handwriting on a holiday card:

- Wishing you a Christmas that is merry and bright
- This time of year makes me realize how I'm especially grateful for people like you
- Celebrating people like you this Christmas
- Hope your holiday is as sweet as your famous Christmas cookies
- Merry Christmas and continued happiness to your family from ours



Oops, You Missed Someone: Keep a few extra boxes of cards on-hand to respond to cards you receive from people not on your original list. Keep them out on the kitchen counter or in your desk at work with labels, stamps, and a pen. Update your contact list on your iPhone or computer to make sure your list for next year will be up to date.

Remember, the act of sitting down and writing a card is a labour of love and Christmas cards are about spreading the cheer and excitement of the season. We may have 800 friends on Facebook, but knowing someone has taken the time to write and send a Christmas card is priceless.

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

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products. Along with greeting cards, its product lines include paper product offerings which include DesignWare party goods and American Greetings and Plus Mark gift-wrap, boxed cards and electronic greetings. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$2 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>



Carlton Cards Ltd. 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist Phone: 1-800-663-CARD Email: Pressroom@carltoncards.ca