

Festive Ways to Display Christmas Greeting Cards

Mississauga, Ontario (December 2016) - One of the most cherished Christmas traditions for Canadians is sending and receiving greeting cards. Opening our mailbox to find it filled with cards from friends and family is magical. The colourful and festive cards remind us of all the special people in our lives who took the time to let us know just how much they care.

How can you give your holiday greetings a unique place of honour in your home for you and your guest to enjoy? Our experts at Carlton Cards have come up with some fun (and sometimes unexpected) ideas for you with items you may already have in your home.

Frame It: Clean up some old wooden window frames you might have already have stored in the garage or you can pick some up in a local reuse store. Staple some twine in a zig zag pattern across the window that will hold the cards. You can use clothespins or hang your cards over the twine and voila, you have a one of kind and very personal Christmas display to enjoy. The great thing is, you can use it year after year.

Sports Minded: A very creative way to show off your Christmas cards is to use a pair of vintage skis. Simply anchor them to the wall with some removable adhesive strips, and then weave twine across the skis to create a ladder to hang the cards on. If your kids are into hockey, you can do the same with hockey sticks for a real Canadian flavour.

Holiday Shutters: Repurpose your old unused shutters by painting them in a festive red. Set in a corner and use either clothespins or simply attach the cards to the folded display or hang them over the slats. After Christmas, fold up and store for next year.

Bring the Outdoors In: Trim a few branches and twigs from your yard and place them in an upright vase. If you love glitter, spray paint them in a holiday accent colour like silver or gold. Tie your cards to the branches with some pretty ribbon and enjoy.

Decorate Your Doors: To make your entrance way pop with holiday fun, secure 3 firm, wide, festively coloured ribbons firmly to the top and bottom of the door. Then hang the cards with double sided tape, centred on the ribbon. If you love to hang garland around your doorway, hang some cards from it by taping an individual branch across the back of the card.

A great way to keep your holiday greeting card mailing list accurate and complete is to collect the addresses from each card you receive. Tear off the return address from the envelope and tape it to the back of the card. When it is time to take down the cards at the end of the season, take a few moments to make sure your address book or contact list is up to date.

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For over 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers seven English speaking brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Gibson, Tender Thoughts and Today and Always as well as three French speaking brands: Entre Nous, Papyrus and Tout en Tendresse. 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 \$1.9 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

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