

Carlton Cards Helps You Write the Perfect Words for Dad on Father's Day



Mississauga, Ontario (June 2016) - It's a relationship often built upon understood appreciation and humour rather than overt displays of thanks and heartfelt sentiments, but Father's Day is the one time of year when we all tell dad just how wonderful he is. The best way to express those feelings that can be hard to share with words is with a card, and the key to including a message that will truly mean something is to focus on all of his great qualities and your relationship together.

Still stumped on what to include inside that appropriately fancy card? Here are some thought starters to get you going:

He may not seem like it, but every dad has a soft side.

Yes, yours too. One of the best ways to let him know how much he means to you is reflecting on some of the small moments you've shared together. Rather than thanking him for the big things (you know: life, shelter, food, cellphone etc.) share a random memory that he may have forgotten. Whether it's a little lesson he offered that you've always remembered or one of the many times he made you feel great about yourself, sharing a small, shared moment reminds him of how many there have been.

Don't be afraid to be funny!

Too often we think that the inclusion of a joke makes the message less meaningful. We all like to kid around with dad and including a well-intended rib lets him know that he's the one guy that can always make you laugh while reminding him where you get your great sense of humour from. Famous Canadian comedians like Russell Peters and Jim Carrey have shared that their dads' wonderful sense of humour inspired their love of comedy and wanting to make people laugh.

Put yourself in his shoes.

If you're a parent yourself, think about the words your own child could share that would make your day. If you're not yet a mom or dad, think about what kind of message your dad might include in a card to you that would have you brimming with pride. Both reflections are sure to conjure up memories and inspiration.

When all else fails, ask mom.

No one knows dear old dad better than mom, and gaining some insights and stories from her might just inspire you...or at least give you some added material to work with in your quest to shower him with praise.

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 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 \$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