

Share Valentine's Day Love with Carlton Cards

Mississauga, Ontario (January - 2017) - Though Valentine's Day is traditionally thought of as a day to celebrate love between couples, it also provides the perfect opportunity to reach out to family, friends and acquaintances who bring you happiness during the year. There are countless stories of people receiving a card from a friend when they need a quick pick me and Valentine's Day is the perfect time to send a little happiness their way.

The Carlton Cards aisle is full of valentines for everyone on your list so be spontaneous this year and share the joy of Valentine's Day.

Co-Workers and Colleagues: Because Canadians often spend more hours a day at work than with their family, we sometimes we joke that we have a work family. Many of us have built strong bonds both professionally and personally with our work colleagues and Valentine's Day is a great occasion to let them know just how much we appreciate them. On February 14th, bring back the old school (we mean elementary school) valentine exchange and hand out cards to your friends in the office for a great pick-me-up. We all know the easiest way to our co-workers hearts is through their stomachs, so bring in a small treat to share with coffee.

Friends: Though you may be in constant touch with your friends texting or catching up through social media, take time this Valentine's Day to send a card that truly shows you value them. Whether you chose something humorous based on the fun times you have shared together or a card that speaks to the support and love they have given you over the years, the thought you put into it will be appreciated and heartwarming.

Since Valentine's Day is on a Tuesday this year, why not organize an old-time sleepover with your friends on the Friday or Saturday before February 14th. Don't forget the chick flicks, yummy snacks and of course comfy pajamas are mandatory. The next morning, plan to go out for a relaxing brunch to avoid any extra cleanup.

For Anyone Who Brightens Your Day: Valentine's Day doesn't just have to be about reaching out to your closest family and friends. It is also the perfect time to say thanks to people who make your day just a little brighter. After a long snowy winter, bring over homemade banana bread or cookies along with a card to say thanks to your neighbour who helped you dig your car out on many a dark morning. Put a smile on the face of the barista who makes your morning coffee perfectly everyday with a cute card of simple "thanks and have a great Valentine's Day". You will be surprised how something simple and unexpected will go a long way.

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: Cartes Carlton, 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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