



**Alex Cunningham MP**  
**Stockton North**  
**House of Commons**  
**London**  
**SW1A 0AA**

Monday 6 November 2023

Dear Alex

**Invitation to make a Greeting Card Commitment**  
**Wednesday 29 November – 12 noon to 1.45pm - Room R, Portcullis House**

I write to you as chief executive officer of the UK's Greeting Card Association to invite you to join a drop-in session in Room R, Portcullis House on Wednesday 29 November.

The GCA represents the interests of a £1.5bn creative industry, supporting publishers, designers, printers and, of course, independent and chain high street retailers.

And it is no understatement that the run-up to Christmas is a crucial time for our members when so many of us, through cards, connect with loved ones making a positive impact on wellbeing as we keep in touch with those that matter to us.

Last year, greeting card sending was disrupted by Royal Mail industrial action but in 2023, we're working hard to support our members with a **#Cardmitment** campaign.

Our event is being sponsored by Fylde MP **Mark Menzies** and through his support, we know how much a thriving high street matters to constituency MPs so we're asking you to join us to make a **#Cardmitment** of your own.

We will brief you on the importance of our sector to the economy, its positive impact on mental health and in support of the universal Royal Mail service we all enjoy.

After hearing from you, we hope you'll be able to commit to:

- Sending Christmas cards this year and encourage others to do so;
- Visit an Independent card retailer and/or publisher and/or designer in your constituency in the run-up to Christmas to remind consumers it still only costs 75p to send a card by post anywhere in the UK;
- Support our 'Caring at Christmas' campaign (<https://www.gca.cards/caring-at-christmas/>) as our members visit care homes to help residents write and send cards;
- Backing Ofcom's announcement that the 2nd class postal rate will stay pegged to inflation for the next five years;
- Supporting local posties by working to protect communities and the Royal Mail's obligation to deliver reliably everywhere in the UK.

These commitments are important to our members and cross party lines.

If you're willing to make this **#Cardmitment** we will have a giant card for you to sign and can take images for you to share on social media and in constituency newsletters. We will also be able to put you in touch with a GCA member in your constituency.

My GCA team and I look forward to meeting you on 29 November at Portcullis House, answering questions you may have and asking you to join us in supporting our creative and important industry as well as the Royal Mail delivery service we all cherish.

We would be grateful if you could confirm your intention to attend by emailing me and my colleagues at [gca@arena-pr.com](mailto:gca@arena-pr.com)

Yours sincerely,

Amanda Fergusson  
Chief Executive Officer, GCA