**Your Logo Here**

**News Release**

**Date xxx**

**Card firm plans to bring festive cheer to local community with   
heart-warming Caring at Christmas campaign**

IMAGE HERE

**Caring at Christmas campaign to spread joy and support in local community**

**From left to right: [ADD NAMES]**

As the Christmas season approaches, [NAME OF BUSINESS] is proud to announce the launch of the annual Caring at Christmas campaign in its local [TOWN/CITY/VILLAGE].

Caring at Christmas is an initiative being led by the Greeting Card Association (GCA) as part of its #Cardmitment campaign which is all about sharing the joy of cards, and reminding everyone about the importance of the very British tradition of connecting with loved ones at Christmas.

This year [NAME OF BUSINESS ] a [WHAT THE BUSINESS IS] are [DETAIL ABOUT THE ACTIVITY] from [START DATE] TO [END DATE].

[NAME], [TITLE] of [NAME OF BUSINESS] says, “Our community is known for its kindness and support, and we believe that together, we can make a significant impact during the Christmas seaon. “

“We wanted to be a part of the initiative this year and decided [TO LAUNCH AND EVENT/ VISIT A CARE HOME] and share some Christmas cheer. Every contribution, no matter how small, can make a big difference.”

The Caring at Christmas initiative sees volunteers taking cards into care homes in their local area, spending time with residents while they write them and address ready to send to their loved ones.

It is also an opportunity to raise money for a local charity, create a card event for people to write and post their cards on Festive Friday (29 November) donate Christmas cards to a school or event, or simply give a card to a special customer to show their appreciation.

For more details about the Caring at Christmas and #Cardmitment campaign visit ww.gca.cards

**Ends**

**Editors Notes**

**[NAME OF YOUR BUSINESS**

**[DETAIL ABOUT THE BUSINESS]**

**The GCA ‘Caring at Christmas’ Campaign**

* The GCA is reminding the country of the pleasure that sending and receiving Christmas cards can bring, especially to those who may feel lonely or vulnerable.
* November marks the launch of the GCA annual ‘Caring at Christmas Campaign’ which will see its members visit local care homes, armed with Christmas cards and festive cheer. They’re encouraging members, like Matt to get involved by visiting a care home in their towns.
* The GCA hopes this initiative will start a wave of Christmas card sending across the country - and that the residents of care homes across the country will receive lots of cards back!

**About the Greeting Card Association**

* The Greeting Card Association (GCA) is an independent, not-for-profit trade organisation operating for the benefit of its members and has been the voice of the greeting card industry, providing support to its members since 1919.
* The GCA embraces over 500 publishers, retailers, agents, distributors and recommended suppliers of materials and services and is the voice of the British greeting card industry, representing the industry to stakeholders such as postal service providers, government, colleges and schools.
* Greeting cards themselves are part of a world-leading British creative industry worth over £1.5bn to the UK economy, at the forefront of innovative design and delivering important export revenue to the UK.
* Consumers in the UK, spent £1.5 billion on single greeting cards in 2022, excluding packs and boxes of cards and the British send more cards per person than any other nation.
* Greeting cards build relationships. Sending and receiving a greeting card creates a strong connection and the GCA’s members facilitates and celebrates positive communication between people of all backgrounds.
* The GCA’s purpose is to ensure the wellbeing of the greeting card industry and to promote the absolute joy of sending and receiving a well-chosen card. Its mission is to passionately support the growth and promotion of the greeting card industry and its vision is for everyone to feel connected by the sending and receiving of greeting cards.