



GREETING CARD
ASSOCIATION

FOR IMMEDIATE RELEASE
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Greeting Card Sales Expected to Rise for Valentine's Day 2011

***Some 160 million greeting cards are anticipated to be purchased
for this holiday, according to the Greeting Card Association***

(January 27, 2011) According to the Greeting Card Association (GCA), approximately 160 million greeting cards will be purchased for Valentine's Day this year.* (This number does not include children's packaged valentines, which include multiple valentines and are typically exchanged by students at school.)

The GCA is optimistic that the number of greeting cards purchased for Valentine's Day will be slightly greater than last year, since more cards tend to be exchanged when Valentine's Day is celebrated during the week – as it will be this year with February 14 falling on a Monday.

Valentine's Day cards are available in a wide range of price points, from 99¢ for a simply printed, unembellished greeting card to \$9.99 or more for one with special treatments such as embossing, die-cutting, foil-printing, hand-detailing and/or light and sound enhancements. The average Valentine's Day card likely falls within the \$2.75 to \$2.95 price range.

Because of their affordable price points, Valentine's Day cards are not as affected by the economy, and these cards are often given in addition to or even in lieu of a gift. Additionally, there are designs available to suit every taste – from traditional to contemporary. Still, hearts and flowers continue to be dominant motifs, and red and pink remain the most popular colors on Valentine's Day cards.

Valentine greetings have been exchanged since the Middle Ages in Europe. In 1850, Esther Howland, an American printer and artist, was among the first to publish and sell Valentine's Day cards in the U.S. Exchanging valentines has since become a deep-seated part of our American culture. Today, Valentine's Day is the second most-popular card-sending occasion in the U.S., following Christmas.

About the Greeting Card Association

The Greeting Card Association, headquartered in White Plains, NY, is the U.S. trade association of the greeting card industry. Established in 1941, the GCA represents greeting card and stationery publishers, as well as suppliers to the industry. The GCA is managed by George Little Management, LLC, owner and manager of the annual National Stationery Show. For additional information, please visit www.greetingcard.org.

**This number is based upon data collected from greeting card publisher members of the U.S. Greeting Card Association.*