



Greeting Card Association

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Father's Day 2008
Greeting Cards and Gentle Humor for Dad

Approximately seven out of 10 Americans will celebrate Father's Day on Sunday, June 15. As in past years, the Number One purchase for Dad will be a greeting card.

The Greeting Card Association estimates that Americans will purchase more than 100 million Father's Day cards this year, making it the fourth largest card-sending occasion in the U.S. after Christmas, Valentine's Day and Mother's Day.

Unlike Mother's Day cards, which are typically sentimental and heartfelt, more than one-third of Father's Day cards are classified as humorous. This represents the greatest percentage of humorous greeting cards among all card-sending occasions.

Many sociologists say the emphasis on humor in Father's Day cards recognizes the tendency of American males to shy away from sentimentality. Through the use of gentle humor, family members can show their genuine affection for Dad without making him uncomfortable. Typical humorous targets for Father's Day cards include gentle jabs at Dad's barbeque and handyman efforts, command of the TV remote control, sports mania, and family raids on his wallet.

Nearly half of all Father's Day cards are given to men by their children. Husbands, stepfathers, fathers-to-be, godfathers, uncles, brothers in law, coaches, neighbors and family friends are likely to receive Father's Day cards. Another 15 percent of Father's Day cards are given by wives to their husbands in recognition of the important role their spouse plays as father to their children.

Father's Day is always celebrated on the third Sunday in June. Although Americans may enjoy ribbing Dad on his special day, fathers are held in high regard in this country. In fact, the United States is believed to be the only nation that legally recognizes Father's Day as a permanent holiday.

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