



Greeting Card Association

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FACT SHEET

GIVE A GREETING CARD JUST BECAUSE ...

Receiving a greeting card in the mail is one of the most special ways we feel connected to friends and family. A recent survey by the Greeting Card Association (GCA) found that **almost nine out of 10 Americans believe they are as close or closer to their friends and family than they were one year ago.** In fact, **66 percent of Americans are regularly reaching out to their immediate family for love and support.*** Although there are numerous holidays and special occasions throughout the year, one of the best ways to show someone you care is by sending them an unexpected greeting card.

A few reasons to send a greeting card...

YOU WANT TO MAKE SOMEONE SMILE

- A person feels important and loved when they receive a greeting card. **Sixty-four percent of Americans say that greeting cards make them feel the most special,** beating out other technological communications, such as e-mails and text messages.*

WRITTEN WORDS NEVER FADE OR LOSE MEANING

- Much like old diaries and scrapbooks, greeting cards **help to preserve special memories.** A person can read and enjoy a greeting card time and time again.

YOU WANT TO STAY CONNECTED

- With busy, conflicting schedules, it's hard to find the time to **make someone feel special.** A greeting card lets family members and friends know that you're thinking about them – even if you haven't been able to catch up lately.

IT'S PERSONAL

- E-mail, text messages and the Internet provide a quick and convenient way to keep connected with friends and family. But sending a greeting card lets someone know how special they really are to you. Personal greeting cards and letters are the primary types of mail **people most look forward to receiving, opening first and reading thoroughly.**

SOMEONE YOU KNOW HAS A BAD DAY

- When you don't have the words to express your feelings to a friend or family member, a greeting card can show how much you care. Thousands of writers and artists from **an estimated 3,000 greeting card publishers** work year-round to create the most special cards for every occasion.

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IT'S A SPECIAL OCCASION

- You remembered someone's birthday or anniversary ... and that makes the person on the receiving end feel very good. Birthdays are the most common everyday occasion to send cards. **Birthday cards account for 60 percent of everyday cards**, anniversaries for eight percent, get well cards for seven percent, friendship/encouragement cards for six percent and sympathy cards for six percent. Other types of cards account for 13 percent of everyday card sales.

DOING SOMETHING FOR SOMEONE ELSE MAKES YOU FEEL GOOD

- Making someone's day by sending a greeting card can make your day too!

*The Emotional State of the Union survey was conducted on behalf of the GCA by Penn, Schoen & Berland Associates, Inc., a national research firm, to determine Americans' emotional connections and plans for communication. The survey of 911 adults, 18 years of age or older, was conducted in January 2004. The overall margin of error is +/- 3.3 at the 95% confidence level.

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