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Greeting Card Association Introduces ‘Festive Friday’ to Encourage People to Send Holiday Cards Early This Year

DENVER, CO (19 November, 2020) –The Greeting Card Association has added a special card-sending holiday to the calendar for 2020: Festive Friday. Occurring on Friday, November 27th, the international holiday, which originated in the UK, encourages people to write and send their Holiday cards early.

“On the last Friday of November, let’s kick off the holiday card-sending season early with Festive Friday - a safe, at-home activity that activates card sending to create a wave of festive cheer across the country,” says GCA Executive Director, Nora Weiser.

Deadlines for sending holiday cards and gifts for Hanukkah (Dec. 10–18), Christmas (Dec. 25), Kwanzaa (Dec. 26–Jan. 1) or other holiday traditions come later in December and are available from the [USPS](#).

Greeting card publishers, artists, writers, models, suppliers, and retailers have a special role in celebrating Christmas, which is the #1 card-sending holiday. The Greeting Card Association encourages people to create virtual card-writing parties and to share photos on social media using #FestiveFriday and #sendacarddeliverasmile.

In addition, the Greeting Card Association is encouraging card publishers to donate Christmas cards to a good cause. Local schools, retirement homes, hospital wards for elderly people or children, community centers or church groups may be in a position to distribute free cards to those unable to shop retail during the pandemic.

Stay home and stay cozy and write your holiday cards. No stamps? No problem. Order your stamps for the Holidays on [USPS.com](#)

About the Greeting Card Association:

Founded in 1941, The Greeting Card Association (GCA) is the non-profit U.S. trade association serving the greeting card and social expressions industry. GCA represents nearly 200 American and international publishers and industry partners by promoting the tradition of sending greeting cards, helping members grow their businesses, recognizing creativity, and serving the industry and citizen mailer as a voice for media, leadership, and advocacy on industry issues.

Learn more at: www.greetingcard.org