

PRESS RELEASE

Happy Card Project: A Simple, Feel-Good Initiative for Retailers to Celebrate Thinking of You Week



Small, independent card retailers are being invited to join the Happy Card Project this September as part of Thinking of You Week, a national event designed to celebrate the power of greeting cards to connect and lift spirits.

About the Happy Card Project

The Happy Card Project is a simple, community-focused activity that strengthens local ties, drives shop footfall, and raises money for charity — all while putting smiles on customers' faces.

How It Works

- Partner with a local primary school – Children are invited to design a card that they think would make someone happy.
- Display entries in your shop window – Throughout Thinking of You Week, customers can view the children's designs and vote for their favourite.
- Print the winning design – The winning artwork is professionally printed in a special edition run. The winner receives copies of their design, and the rest are sold in-store with all profits going to a charity of the child's choice.

Retailer Benefits

- Boost in-store footfall during September.
- Build strong links with local schools, families, and charities.

- Positive publicity through local press and social media.
- Opportunity to showcase your shop as a creative, community hub.

Quote

Project co-ordinator Heidi Early launched the project in her own shop last year: *"We had such a fabulous response with one of the local schools. You cannot beat seeing the wonderful designs the young people come up with and then their joy at seeing them displayed in our shop window. It really shows young people how they can create something, sell it and donate money to charity - that feels really good."*

Ian Kear-Bertie, Creative Direction, Windles Group, said:

"The greeting card industry is genuinely one of the friendliest, kindest and most caring communities to work in. We always jump at the chance to support our lovely publishers & greetings, so when we were asked by Heidi and Dom at Earlybird to help with their 'Happy Card Project', it came with a resounding 'YES' from us. And in conjunction with the GCA 'Thinking of You Week' is perfect. This is a fantastic way to get young school children involved with creativity and greeting cards, as well as supporting local charities. All of us at Windles can't wait to see the next new budding card designer."

How to Get Involved

Download the free Happy Card Project – How To Guide and entry form from the GCA website. Contact your local primary school ASAP to secure participation. Run the project in early September, and display the cards during Thinking of You Week.

The initiative is supported by the Greeting Card Association (GCA), Earlybird Designs, Windles Group and Enveco. Participating retailers simply collect their school's winning entry and complete the official Happy Card Project entry form. The printed cards are delivered within 10–15 days, ready to sell in-store.

About Thinking of You Week

Organised by the Greeting Card Association, Thinking of You Week is an annual event held 15-21 September, encouraging people to send cards to raise smiles, connect with loved ones, and spread positivity.

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