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Greeting Cards Make the Season Merry

Written by [Michele Crowley](#) on December 11th, 2013.
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What's the one Christmas tradition you would never want to skip? For me, it's sending Christmas cards. From the moment I pick them out to when I drop the cards in the mail, I get to reflect on the many special people in my life. That makes me incredibly grateful. It's a special part of what makes *my* season merry.

When the holiday season kicks into gear at [Wegmans](#), Mary Jo Catalfo (our greeting card buyer) and I head straight for our Card Shop. The displays really get us in a festive mood with bright colors, sparkling snowflakes, magical snowmen, and Santa in flight.

And the cards—we can't resist—we want to read them all! Let me tell you what I love about this year's cards (and I think you will too):

For starters, two words: Kathy Davis

If you haven't experienced cards by this beloved artist, you're in for a treat. Her hand-lettering style and sincere, real-life messages have a way of saying it just right. I think these cards are the perfect choice for closer family and friends—especially if they have an artistic side!

Kathy Davis



Spark Songs & Smiles

Who hasn't given or received a holiday sweater? With [American Greetings'](#) "Sparkle Knits," you can give an all-in-one sweater and card. Pull the hanger and watch as each sweater lights up and twinkles in perfect harmony to a classic holiday song. Our limited supply sold out very quickly last year, so we added them to all of our stores for 2013. They're the perfect cards for children and young adults to give – *and receive*.



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The Premier Collection from American Greetings is exquisite. Sophisticated and elegant, each card features hand-applied details and sincere messages to make the season both beautiful and meaningful. Here's a sample from one of my favorites – a Wife-to-Husband card. The message inside reads:

... often it seems there just aren't enough hours in the day to accomplish everything we have to do and still squeeze in some special time for us.

So, this Christmas remember, no matter how complicated or crazy our days may get, one simple, timeless truth is forever in my heart — I love you.

(I hope my husband's not reading this—because it's going to ruin the surprise—I got this card especially for him this Christmas!)



Light up the Season

For a little bit of Christmas sparkle that goes a long way, give me "Lightscapes." This spectacular scene blinks with different-colored lights and is a real show-stopper. (I know, I opened it more than once!)

Spreading the Joy

Of course, for Mary Jo and myself, the very best moments in our Card Shop come when we see our customers pick up these cards and watch them react with laughs or smiles. We'll even trade a few of our favorites with them, saying, "This one's really funny" or "You'll love this!" When I watch someone's face light up after finding *the* perfect card, I feel a little joy, too.

I invite you to visit our Card Shop to find cards that are as much fun to send as they are to receive.

Merry Christmas! Are you ready to make the season merry for everyone?

Michele Crowley

Group Manager - GM / Housewares / Seasonal & Cards

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