



Thinking of You Week

26 Sept - 2 Oct 2016

#sendingcards

Spreading Happiness By Sending Cards!

Now in its third year, Thinking of You Week (26 Sept - 2 Oct) inspires people to create a wave of love, caring and happiness by sending a card to a different person each day during the week.

Sending cards generates positive feelings and wellbeing. Science has shown that receiving a handwritten card creates a lovely warm positive boost and makes people feel far more special than receiving texts, emails or Facebook messages.

In fact, cognitive neuroscientist Dr Lynda Shaw firmly believes that receiving cards helps to stave off feelings of loneliness and isolation, increases self esteem and can even help to ward off the early stages of depression.

So help create the wave by sending a card a day during this week and encourage your friends, family and colleagues to do the same.

...Just to say hello, send love, make someone laugh or smile, to be supportive in a time of trouble, wish someone better, Kiss and make up, or, just to say... thinking of you!

The GCA is giving prizes!

Join in by organising an event, initiative or window display. Use our online toolkit to create your own card-sending event (or events!) It's completely up to you what you do!

Let us know what you are up to by emailing Sharon Little at gca@max-publishing.co.uk or posting on Facebook and Twitter, @GCAUK #sendingcards

Thinking of You Week Toolkit

Our downloadable toolkit has lots of ideas and inspiration for fun events, including coverage of previous initiatives, a downloadable flyer, template event poster, template press release, social media cover images, local press contacts and lots more! See www.gca.cards for further information.

