

# Free eCARDS raise money for Amnesty International

Submitted by: Cerco Communications

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Amnesty International's Irish operation has launched a new eCARD site to raise funds for the worldwide Human Rights charity.

Created by specialist Irish eCARD designers CARDmarket, the new site [www.amnestyecards.com](http://www.amnestyecards.com) offers a selection of eCARDS across four themes: Love and Friendship, General greetings (such as New Home), Irish sentiments and Christmas wishes. Although the eCARDS are free, users are invited to make a donation to the charity and to join the organisation.

Says Amnesty Ireland Trading Manager Lino Olivieri "We decided to set up a new eCARD site as we believe that free eCARDS are an ideal way of attracting large numbers of visitors to our site, so publicising worldwide the work of Amnesty International's Irish operation. We see eCARDS as a very important part of our Marketing activities – now and in the future.

We chose CARDmarket to design the eCARDS as they offered a wide choice of different design styles from one source and because the ethos of the organisation is in tune with that of Amnesty International. "

Amnesty's selection of eCARDS has been designed to offer something for everyone and to encourage repeat visits to the site. Traditional Christmas images are featured alongside fun pictures of sunflowers and amusing flying hearts. The cards can be sent to individual recipients or to multiple email addresses.

eCARDS have a number of advantages over paper cards. Studies have shown that recipients often forward interesting e-cards to friends and contacts and the cards are not subject to postal delays. In addition, more text can be included than on many normal greetings cards.

CARDmarket is the all-Ireland marketing organisation for Irish artists and craftspeople. It is supported by The Crafts Council of Ireland and Invest Northern Ireland.

Businesses interested in commissioning an eCARD or emarketing campaign should contact Janice Stevenson on + 28 9756 3838 or email [janice@cardmarket.co.uk](mailto:janice@cardmarket.co.uk).

ENDS

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