

A Few Fun Facts About Christmas Cards

Christmas cards were originally penned in England by boys who were practicing their writing skills, they would present these handmade cards to their parents.



Postmen in Victorian England were called robins because their uniforms were red. Many Christmas cards from that time depicted a robin delivering Christmas mail.

1843

Sir Henry Cole commissioned the first Christmas card in London, featuring artwork by John Callcott Horsley. The hand-colored card was lithographed on stiff, dark cardboard with the message: **"A Merry Christmas and a Happy New Year to You."**



The Christmas card designed by Horsley provoked controversy in England because it pictured a company of people holding glasses of wine. Putting alcohol and holy Christmas in one picture was deemed offensive.

In 2001 it became world's most expensive Christmas card when it was sold for **\$35,800** at auction.



1875

Louis Prang, American printer, lithographer and publisher, brought Christmas card production to the US at his workshop in Boston, Massachusetts. By 1881 he was printing more than **5 million** Christmas cards per year.



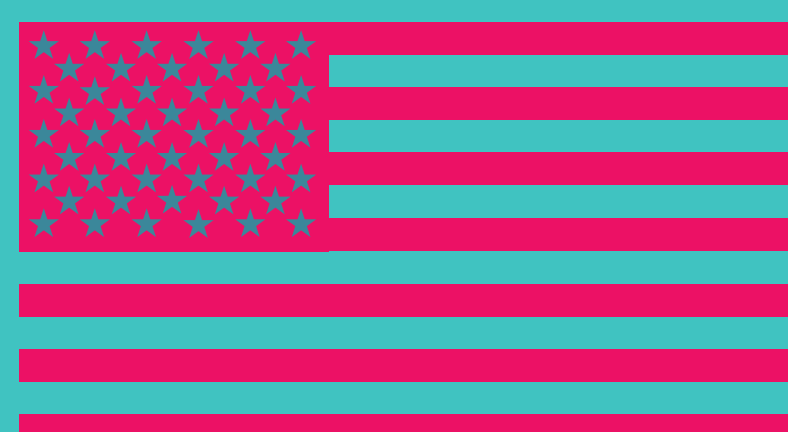
The first official White House Christmas card was issued in 1953 by President Eisenhower.



In 1962, the first Christmas postage stamp was issued in the United States.

62,824

Werner Erhard of San Francisco set a world record for sending **62,824** Christmas cards in December of 1975.



There are more than **3,000** greeting card publishers in America.

15% of Christmas cards are purchased by men.



Over **2 billion** Christmas cards are sent in the US each year.

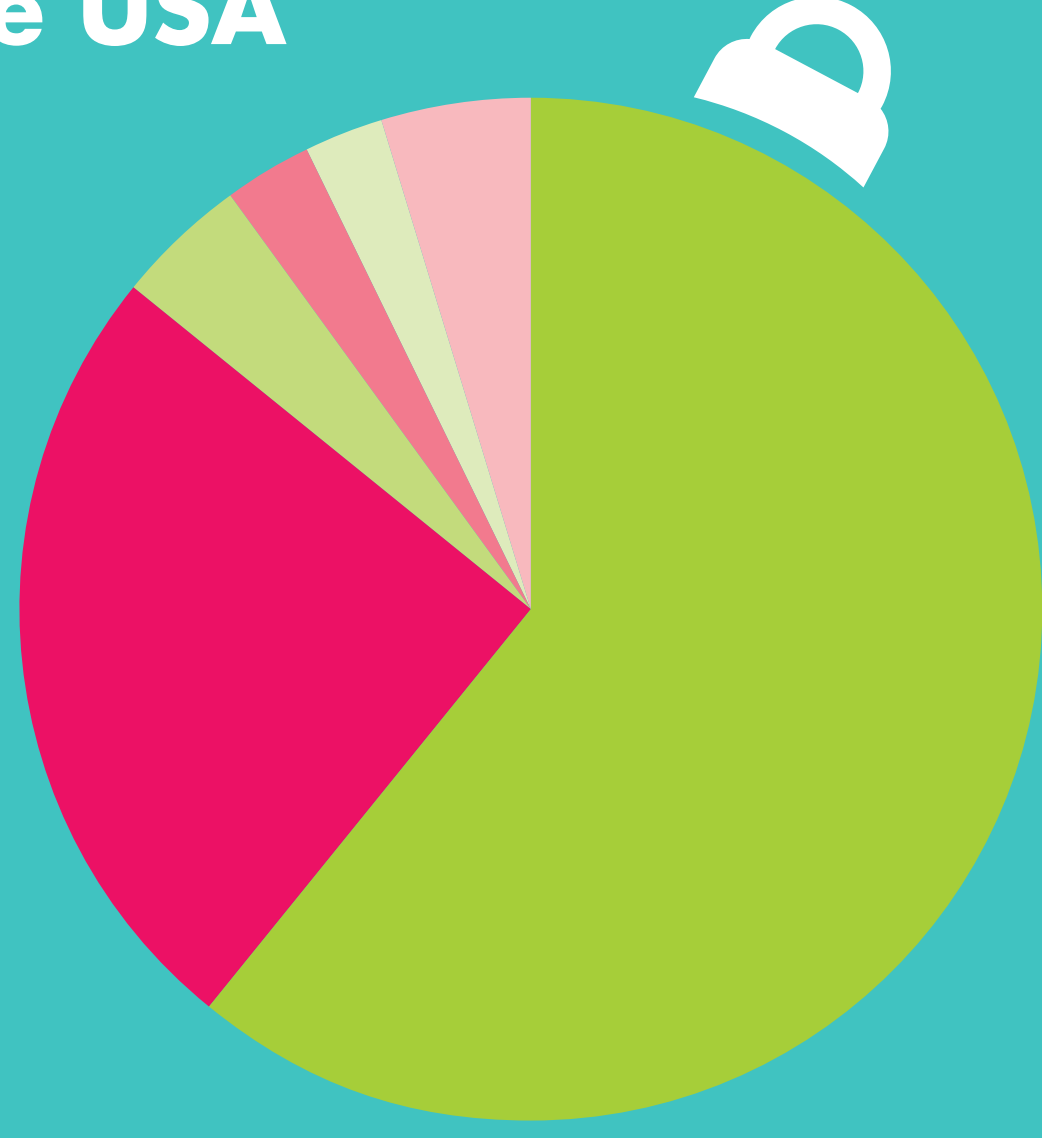


Around **500 million** e-cards are sent each year.

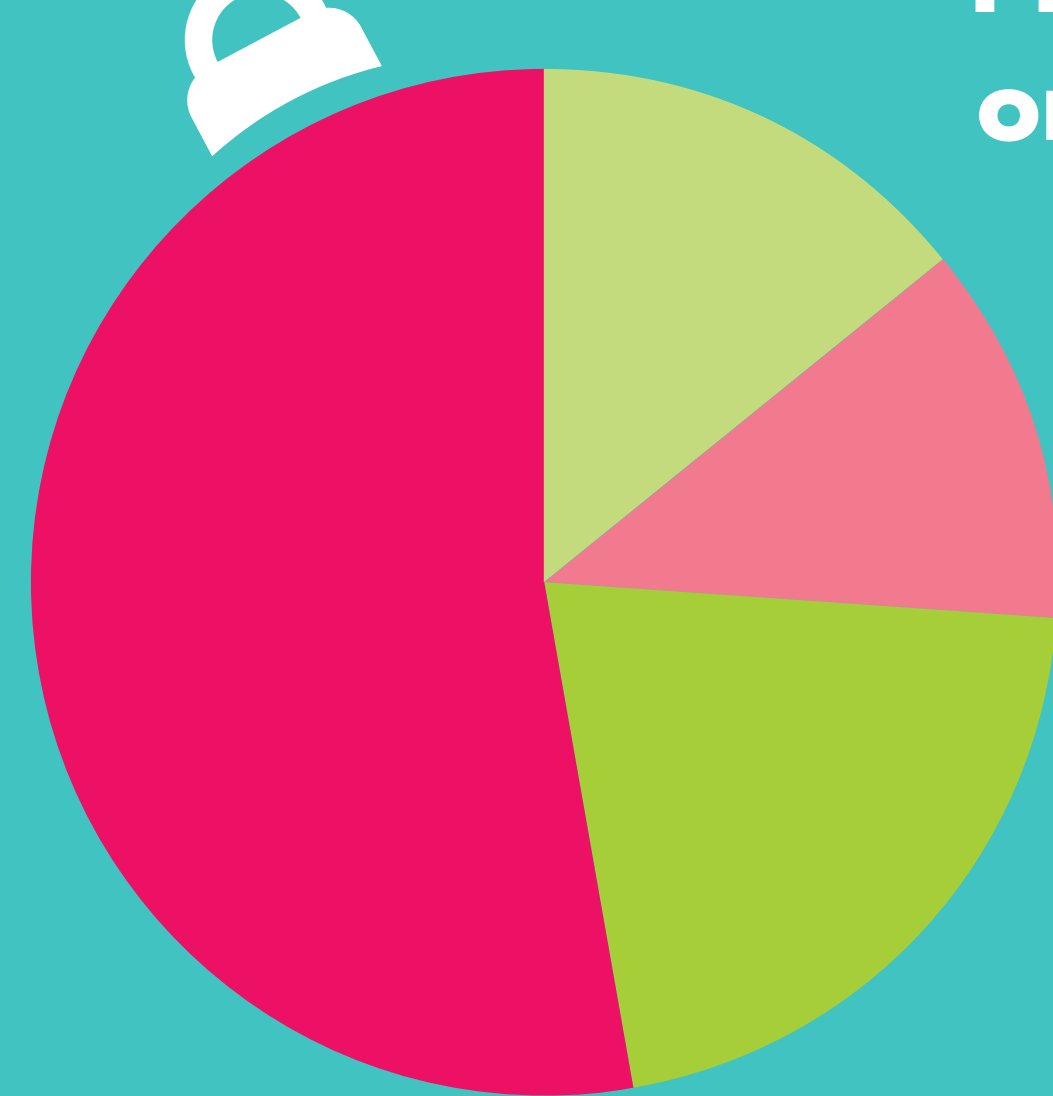


Seasonal Greeting Card Sales in the USA

- Christmas 61%
- Valentine's Day 25%
- Mother's Day 4%
- Easter 3%
- Father's Day 2.5%
- Other 4.5%



Preferred Greetings on Christmas Cards



- Merry Christmas 53%
- Happy Holidays 21%
- Season's Greetings 12%
- Other 14%