



10 December 2007

### **Do Something Positive This Christmas**

The Yvette Gate Bone Marrow Campaign has teamed up with CharityGreetings.com to provide an environmentally friendly alternative to Christmas cards and to help raise much needed funds.

Over 200,000 trees are felled each year to produce 1 billion Christmas cards, which according to the environmental campaign group Friends of the Earth are likely to end up in bins throughout the UK before we toast the New Year.

Furthermore, according to Waste Online, around 150 million cards and packets are delivered each day during the pre-Christmas period fuelling our worries about carbon emissions.

"Instead of sending a traditional Christmas card, send an environmentally friendly virtual e-card that will let friends and family know you are thinking about them, while supporting a worthy cause," urges David Gate of the Yvette Gate Bone Marrow Campaign.

Providing an innovative alternative to traditional greeting cards, CharityGreeting.com virtual cards allow environmentally, ethically minded consumers to donate to a charity of their choice, at the same time as sending a festive message. It only costs £2.99 to send 20 Christmas Charity Greetings.

"Here in Bristol we are constantly being reminded of the need to recycle. But we can do even better by reducing paper usage in the first instance and a Charity Greeting e-card provides the perfect incentive to make the transition from paper cards and envelopes to online greetings cards," says Gate.

The latest Greeting Card Association statistics reveal that the British public buy more cards than in any other country, an average of 55 a year, making it the most flourishing greeting card industry in the world per head of population.

"With Christmas fast approaching, making a small change in your normal purchasing behaviour, such as sending a Charity Greeting, can make a positive impact on the environment and is beneficial for charities such as the Yvette Gate Bone Marrow Campaign," says Gate.

Any charity can register with the service free of charge. "We want to increase charities' fundraising potential, while encouraging environmentally friendly practises," says CharityGreetings.com co-founder, Craig Hartzel. "Our aim is to collectively raise £4 million by 2012 for all the charities affiliated with CharityGreetings.com."

Log onto [www.yvettegate.co.uk](http://www.yvettegate.co.uk) and follow the link to select your Christmas greetings and support the Yvette Gate Bone Marrow Campaign.

A Charity Greeting is virtually posted through your friend's email letterbox; it's like getting the real thing saving on paper, stamps and avoiding postal delays. £2.99 is donated to the Yvette Gate Bone Marrow Campaign, making your money go twice as far and helping save lives.

With various categories listed on CharityGreetings.com ranging from birthdays to congratulations, thank you, good luck, and even get well, users can support the Yvette Gate Bone Marrow Campaign on more than one occasion throughout the year.

Notes to editor:

#### 1 - About the Yvette Gate Bone Marrow Campaign

The Yvette Gate Bone Marrow Campaign is a Bristol based independent registered charity. They work to raise awareness about bone marrow related illness, bone marrow registration and donation, and to recruit new potential donors onto the worldwide bone marrow register.

The Campaign was founded by the parents of Yvette Gate from Bedminster in 2005 in response to being told that she needed a bone marrow transplant. Yvette has aplastic anaemia (bone marrow failure) and two years on a donor still cannot be found for her.

They have helped organise bone marrow registration drives in Bristol and directly recruited several hundred new potential donors onto the bone marrow register.

For more information about Yvette Gate Bone Marrow Campaign please contact David Gate on 07768 257292 or email [admin@yvettegate.co.uk](mailto:admin@yvettegate.co.uk)

#### 2 - About CharityGreetings.com

CharityGreetings.com is an organisational member of the Institute of Fundraising and offers a charitable and environmentally friendly alternative to traditional greeting cards. Every time a Charity Greetings is sent, money is donated to your specified charity.

For more information about CharityGreetings.com or Charity Greeting visuals please contact Craig Hartzel on 01923 827770 or email [Craig.Hartzel@CharityGreetings.com](mailto:Craig.Hartzel@CharityGreetings.com)