

**"Cards by Dr. Sharon" a huge success in the greeting card market.  
Consumers rave about the innovative line.**



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By Carlden Publishing Media and Marketing

*“"Cards by Dr. Sharon" hit the greeting card world in June 2009 and has been on a meteoric rise since its launch. Consumers give the line rave reviews and the company prepares holiday line.”*

**For Immediate Release:**

"Cards by Dr. Sharon" hit the greeting card world in June 2009 and has been on a meteoric rise since its launch. The line is a full line that offers motivation, inspiration, congratulations and introduces wellness/health messages in subtle approach on the backs of the card. The cards are beautifully designed by a diverse group of graphic artists and the words/text is written by the creator, Sharon D. Allison-Otley, MD (aka Dr. Sharon). Dr. Sharon is an accomplished author and speaker who "Wows" her audiences with a mix of humor, poignant messages and a warmth that draws listeners into her presentations and writings. The card line is no exception, the company receives emails and phone calls nearly daily with praise for the line.

***A few of the responses from consumers:***

"I simply LOVE these cards....I want them ALL! The problem is that they are so beautiful; I don't want to send them! Great cards and the back is an added bonus." MW

"I bought several of your cards at Southern Charm and I have NEVER gotten such a response from my friends and family. Absolutely everybody that I've sent the cards to has called me raving about them. Even my niece who I also sent a check called and actually read the card back to me! They are the most beautiful and "complete" cards that I've seen. I can't wait for the Christmas line." GW

"Thanks Dr. Sharon for helping me get my husband to make an appointment. He just turned 50 and I gave him the Happy 50th Birthday Card--- he actually copied the back and took it to his doctor and talked with him about the recommended tests. Who would have thought! Great job" V

"I am a breast cancer survivor and I want to commend you on all of your card line. I also want to thank you for making the commitment to The Avon Foundation to support breast cancer research. My husband bought the "One is Not Born a Woman" card and a few others for me.... I am ordering 2 dozen of the cards and will use it to spread motivation to women that are walking the same road that I have. I LOVE the motivation and empowerment—I also love the facts on the back of the card. You are a godsend! Keep it up." DSP

Carlden Publishing is thrilled to have exceeded its launch expectations in orders/sales with this line within the first three months. The cards are currently in retail venues, online including amazon.com and are ever expanding. Carlden Publishing continues to welcome distributors and representatives and is proud that their first

representatives include nationally recognized groups; North Bay Marketing and Kinship Ties. Current retailers report that the line is doing quite well and that this has provided a bright spot in an economic downturn. The line will begin distributing the holiday line in October.

It is the life mission of Sharon Allison-Ottey, MD (aka Dr. Sharon), creator of the greeting card line, to provide valuable health information in a manner that positively impacts lives. She describes the cards as, "the cards that keep on giving." This has a deeper meaning because 10% of the purchase price of each card from the "Cards by Dr. Sharon" line will be donated to the Avon Foundation for Women to support its mission to improve the lives of women through its ongoing efforts to fight breast cancer and the devastating cycle of domestic violence. Dr. Sharon created two (2) special cards in honor of breast cancer awareness and one (1) addressing domestic violence. The greeting card line will be offering women one of the breast cancer awareness cards during the month of October in an effort to spread messages about breast health. The health moment on the back of the card focuses on breast health and recommended screenings. Consumers simply need to visit the website and request the card entitled; "One is not born a woman, one becomes one" (card 018 or 019). To learn more visit the company website or call (301) 731 8890.

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**For more information:**

Visit our website: <http://cardsbydrsharon.com>

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About the Avon Foundation for Women:

The Avon Foundation for Women was founded in 1955 to improve the lives of women and their families. The Avon Foundation currently brings this mission to life through two key areas of focus: breast cancer and domestic violence. Thanks to the support of generous and committed people worldwide, more than \$660 million has been raised for these causes through 2008, with millions more being raised in 2009. For more information: [avonfoundation.org](http://avonfoundation.org).