Over 1000 trees saved by 123greetings.com’s users last year during Valentine’s, target to save 2013 trees this year

**New York, NY, February 11, 2013:**[123Greetings.com](http://123greetings.com/) is the world’s largest provider of e-greeting cards and over 95 million visitors choose it every year to express themselves.

Last year, for Valentine’s Day, [123Greetings.com](http://123greetings.com/) was used by over 2.5 million people, and estimates show that had these cards been sent as paper cards, they would have cost planet earth over 1,000 trees.

This year, [123Greetings.com](http://123greetings.com/) suggests everyone to think more about the message behind the expression, and choose a medium to communicate that message in a manner that does not harm our environment.  [123Greetings.com](http://123greetings.com/) makes it easy for users to choose from over 1000 expressions in the Valentine’s Day category alone.  The entire collection of free expressions can be customized, sent and shared from [bit.ly/123vday](http://bit.ly/123vday).

Arvind Kajaria, Founder of [123Greetings.com](http://123greetings.com/) says, “To a large extent, we feel, senders have realized how well receivers perceive receiving a sincere, well chosen and customized expression that is received on time and does not harm the environment.  We receive messages everyday from both senders and receivers, as to how a meaningful and sincere expression made their day.  We are grateful to our 22,000 strong artist community, from over 160 countries, who bring human emotions alive with their art which allows people to express themselves in the manner they want.”

Valentine’s Day is the third most popular celebration in the events calendar for [123Greetings.com](http://123greetings.com/).  From US alone, about 42.8 million Google® searches originate on Valentine’s Day related keywords.  In 2012, the interest online on Valentine’s Day related searches increased by around 47% versus same time the previous year.  If these trends are anything to go by, [123Greetings.com](http://123greetings.com/) targets the magical 2013 trees saved count this Valentine’s Day.

**About**[**123Greetings.com**](http://123greetings.com/)**:**

[123Greetings.com](http://123greetings.com/) is the world’s leading online destination for human expressions.  Its offering of over 37,500 greeting cards covers a mix of 3,000 seasonal & everyday categories.

For more information on the company, visit [info.123greetings.com](http://info.123greetings.com/).

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