

# **A Must-Give Gift Idea For Administrative Professionals Day®**

**Sub-headline:** The must-give gift is to show appreciation, gratitude and respect for administrative professionals by sending a thoughtful ecard by 123greetings.com on April 24<sup>th</sup> 2013, celebrated as [Administrative Professionals Day®](#).

**New York, NY, April 17, 2013:** Way back since 1952, the International Association of Administrative Professionals® (IAAP®) has celebrated and honored the incredible hard work done by secretaries, administrative assistants and various other support staff working in organizations enabling them grow to breakneck speeds. This celebration occurs during the Administrative Professionals Week, and more specifically on Administrative Professionals Day® or sometimes also known as [Administrative Assistants Day](#).

As per US Department of Labor statistics 8.9 million people work in various administrative support roles in the United States. This is a massive number of people who perform significant tasks every day. While most people know how important these jobs are and admire the workers in such roles, most forget to show appreciation and gratitude on a regular basis. It might be easy to remember the last time one heard someone yell at a secretary or an assistant over a mistake. Whereas someone showing his or her appreciation and thanking admin personnel for doing their everyday job with diligence and accuracy might likely be a distant memory. Perhaps Administrative Professionals Day® was conceived to plug this gap and help recognize those truly deserving a pat on their backs.

123Greetings.com somberly shares that users do not show the same enthusiasm and gusto while sending [Administrative Professionals Day](#) ecards as they do for some other commemorative days.

Arvind Kajaria, Founder of 123Greetings.com says, “We suggest all to send at least an ecard to all secretaries, admin assistants or office managers they know. The ecards are free, so there’s no reason not to. In most cases we feel, it’s just the thought that counts and makes people feel appreciated and respected.”

123Greetings.com has a collection of over 90 free [Administrative Professionals Day ecards](#) across 5 categories.

## **About 123Greetings.com:**

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Drawing from its tag line "Free Greetings for the Planet" the service exemplifies the notion that the best things are free in our planet and so should wishes, greetings and personal expressions be. Its offering of over 37,500 greeting cards covers a mix of 3,000 seasonal & everyday categories.

For details visit [www.123greetings.com](http://www.123greetings.com).