

Father's Day Campaign By 123Greetings.com: One Daddy, Many Roles

Sub-heading: Fathers play multiple roles daily, many of which go unnoticed. For [Father's Day 2013](#), 123Greetings.com launched a campaign to provide a creative way for users to appreciate fathers' contributions in their lives.

New York, NY, June 4, 2013: 123Greetings' research suggests that mothers receive more appreciation on Mother's Day than fathers on [Father's Day](#) as shown by the difference in the number of ecards sent on the respective holidays from their website. 123Greetings' analysts expressed concerns on this issue and wondered if fathers are underrated? As a result, the campaign "One Daddy Many Roles", was crafted to encourage users to acknowledge and appreciate the efforts put in by fathers every day.

One of the [Father's Day ideas](#), as suggested by 123Greetings.com, is to express gratitude to fathers for supporting their children. Whether they are emotional offerings like motivating and advising children or practical contributions like playing sports or cooking for them, each role holds an important place in a child's life.

The campaign accentuates the everyday **roles of fathers** that may go unacknowledged. Moreover, this is an engaging campaign where users can share their favorite roles of their dads on <http://blog.123greetings.com/2013/05/31/one-daddy-many-roles/> and suggest ideas that may be incorporated in the ecards created for the specified roles. In return, 123Greetings.com will deliver new ecards that users can use as **gifts for dad**.

Arvind Kajaria, Founder of 123Greetings.com says, "Appreciation from children is both motivating and heartening for fathers. Hence our Father's Day campaign provides a platform for individuals to express gratitude to fathers in a fun and creative way. We encourage users to participate in this campaign and share with us the favorite roles of their fathers. The ecards created based on user suggestions will provide a personal touch that fathers are sure to enjoy."

123Greetings.com has over 590 Father's Day ecards across 13 categories for users to choose from.

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