

123Greetings.com Launches New Mandarin Ecards To Usher In The Spring Festival Golden Week

Sub-heading: 123Greetings.com, the world's leading ecards provider has launched a new collection of Mandarin ecards to boost the holiday spirit of [Spring Festival Golden Week 2014](#).

New York, NY, January 31 2014: Chinese New Year marks the first day of the year in the Chinese calendar and is followed by the [Spring Festival Golden Week](#), which is the name given to a semi-annual 7 day national holiday observed in mainland China. This period signifies family reunions, travel and celebrations with loved ones. To mark this occasion and facilitate celebrations, 123Greetings.com has introduced a new range of [Spring Festival Golden Week ecards](#) that are available in Mandarin to allow easy exchange of wishes.

The most popular ecards for Spring Festival Golden Week include [Inspiration on Chinese New Year](#), Happy Chinese Lunar Year, Light the Lanterns, Fireworks 4712, Chinese New Year Across Miles and more. The cards feature appealing special effects, great music and attractive animations.

Arvind Kajaria, Founder, 123Greetings.com says, "Here at 123Greetings.com we love celebrations and are constantly creating special expressions to help everyone enjoy holidays from across the world. Online greetings are a great way to send personal notes and warm wishes to family and friends on any occasion and holiday. Our new collection of Spring Festival Golden Week ecards is exclusively designed to celebrate Chinese heritage, culture, and values. They are convenient to send and delivery can be pre-scheduled before the busy holiday period."

123Greetings.com offers the new Spring Festival Golden Week ecards under its World Languages category for users to choose from.

About 123Greetings:

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 42,000 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Mobile App, Mobile Website and Facebook App catering to users on mobile and social media respectively. Its Connect feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It also operates 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit www.123greetings.com