

## **123Greetings.com Launches A Vibrant And Meaningful Ecard Collection In Association With Child Rights And You America**

**Sub-heading:** 123Greetings.com enhances its collection with the [launch](#) of new ecards from Child Rights and You America (CRY America) offering over 45 expressions across 10 different categories.

**New York, NY, Sep 18, 2013:** 123Greetings.com launches a wide range of colorful and meaningful ecards by [CRY America](#), a non-profit organization focused on child rights. With the support of 19,000 donors and 2000 volunteers, CRY America has impacted the lives of 422,878 children living across 2,395 villages and slums through support to 64 projects in USA and India.

Users will benefit with a wider-variety of expressions and quality ecards to choose from and indirectly support CRY America's efforts to raise resources to support its child-welfare projects. 123Greetings.com enables them to reach out to its 95 million annual visitors and further monetize their greeting cards project via [123Greetings Studio](#), a platform which allows artists and organizations to upload their art and earn.

Speaking about the association, Shefali Sunderlal, President, CRY America said, "We thank 123Greetings.com for showcasing our CRY Greeting Cards Collection on their website, the artworks for which have been donated by famous and emerging Indian artistes for over a decade. We believe this association will give people an opportunity to send these beautiful ecards to their loved ones on their special occasions and also show support to the cause of underprivileged children, who are denied their basic rights to live, learn, grow and play."

Arvind Kajaria, Founder of 123Greetings.com, says, "We are proud to make [CRY ecards](#) available on our website and through this make a small contribution to support CRY's goals of nurturing and improving lives. Vivid images with simple, effective messages make these new ecards likeable and will appeal to our users."

### **About 123Greetings:**

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 39,500 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Facebook App and Mobile Website catering to users on social media and on mobile respectively. Its Connect Feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It has also introduced 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit [123Greetings.com](#)