



modest letterpress stationery  
on splendidly thick paper  
so you can **write more.**™



### Hello!

Thanks for opening our email. This is Hollycake's inaugural email newsletter, the first in a series of smart messages to you. Look to hear from us once every few months. We're thinking that's about enough--more than that and you'll grow tired of us!

### Why email?

Perhaps you're wondering why we're sending you an email, when we sell stationery? Here's the deal: the era of John and Abigail Adams writing missives by hand to each other is history. We can phone, email, text, IM, podcast and beam ourselves to our friends (okay, the last one is a bit of a stretch). At Hollycake, we believe each communication method has its own highest and best use and the handwritten note is right in there--and we venture to say, has potential to make a big impact since not as many people know how to use it anymore. In subsequent emails, we'll show you where and when the handwritten note can benefit you in all sorts of ways.

### Kids going to summer camp?

Maybe you'll get a note home like the [one we received from Jack](#) last summer.

Our [Note From Camp kit](#) helps your children write charming letters home. Each snap-shut plexi box has flat lined note cards and a pocket pen. You add stamps and address labels and pack it in their trunk. In green or pink, a kit of 10 cards and envelopes is \$24 or a kit of 20 is \$35.



Take a look at [a note from Sophie](#) to see how the cards make it easy for kids to write home. Order fast--supplies are limited.



### Amazing! Even teenagers handwrite notes

Did you read the [Zits comic strip](#) on May 18th? As the end of school

arrives, you wonder what to give your child's teacher. I could suggest a box of Hollycake stationery, but as this comic strip demonstrates, a simple handwritten note from your child may be the most meaningful gift. Even if school's already finished, it's not too late to mail one. Send it c/o of the school if you don't know the teacher's home address.

### Fathers' Day

It's coming up fast--Sunday, June 15th. You don't typically think of stationery as a men's gift and we'll tell you why. Most of the note cards you find look, well, 'girly'. Men who've discovered how to use the handwritten note as a valuable business tool either use blank stationery or have had personalized stationery made for them, but rarely can they buy notecards off the shelf.



Steve didn't mind mowing so much when he had a cocktail in hand.

Hollycake has a couple of great options that fit the "masculine" bill for the fathers in your life:

[Man About Town](#) is a collection of large fold-over note cards with authentic 1950's illustrations and clever modern captions (\$20 for set of 10).

[Monogram](#) is a set of flat note cards with a single initial--use a first initial for informal communication or a last name initial for professional notes (\$25 for set of 10, \$40 for set of 20, \$85 for set of 50).

To order, [email](#) or call us. Signature gift wrap is always complimentary and we ship anywhere in the world. Regular shipping within the U.S. is \$4.90 per box.



### A Quote for Now

"The only means of strengthening one's intellect is to make up one's mind about nothing - to let the mind be a thoroughfare for all thoughts." -John Keats, Sept 1819.

### Reason to Handwrite a Note

A teacher paid particular attention to your child this year. "Thank you for all you've done for Emily this year in English class. I appreciate the special effort you made in helping her understand the reading this semester...." How little time does it take to make a teacher feel like her hard work was noticed? (Answer: not much)

### Note Closers

Instead of "Sincerely" why don't you try out "Fondly" on your next note to a friend? It connotes a close feeling of affection without going as far as "Love".

### Summer hours

Hollycake will be closed for summer vacation beginning June 23rd, reopening on August 4th. So please order anything you might need over the summer now. If you've

been looking at ordering personalized stationery, the last date is May 30th, and if you miss that, we'll be pleased to help you in August.

**Thanks for reading**

We like hearing from you, and I hope you like hearing from us. Please tell us how this message worked for you. Any glitches? Didn't like something? Found parts particularly useful? Have suggestions for improvement? Please [email me](#). If you liked it, please use the link up top to forward it to a friend.

Very best regards,  
*Holly Gardner*

Hollycake  
545 S. Ave de Palmas  
Tucson, Arizona 85716  
USA

[www.hollycakepress.com](http://www.hollycakepress.com)  
[holly@hollycakepress.com](mailto:holly@hollycakepress.com)  
520.909.3495

This email was sent to **[email]**. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using **TrueRemove**<sup>tm</sup>

Got this as a forward? [Sign up](#) to receive our future emails.

