



For Immediate Release

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Luhrs & Associates' Greeting Card Drive Helps New Jersey Non-Profit

(Leonia, New Jersey)—Luhrs & Associates sponsored a greeting card drive this year to help New Jersey's Bergen Family Center. Several thousand old and new cards were collected from donors across the country that will be used by people participating in the Center's art program to create their own unique projects.

Greeting cards are found in most households in the country. According to the Greeting Card Association, people in the United States buy nearly 7 billion greeting cards each year. 90 percent of all households buy at least one greeting card per year.

"For over two years, I had old greeting cards that were accumulating in a box. Many of these cards had beautiful pictures that could be used again for art projects. Luhrs & Associates sent an appeal to various businesses and organizations asking them to open their drawers and closets to find greeting cards. The response was overwhelming. People sent us messages about what a great project this was. Envelopes and boxes poured in with not only used but also new cards to help Bergen Family Center's art program for seniors and youngsters," said Joyce Luhrs, president of Luhrs & Associates, a marketing, public relations, and management consulting services company.

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Bergen Family Center, with offices in Englewood and Hackensack, New Jersey, supports, strengthens and enriches family life through innovative programs and quality services. Founded in 1898, this non-profit organization is Bergen County, New Jersey's oldest continuously operating family service agency.

“Bergen Family Center is thrilled to receive the new and used greeting cards collected through the efforts of Luhrs & Associates. Not only are the cards providing a vast array of collage materials but also, the greetings are being read by our seniors, reminding them in many cases of wonderful days spent with families and friends. The artwork will be on display at our Senior Day Care Center in the months to come. In addition, some of the cards are being set aside for our seniors to select and send out, thereby saving their funds for necessary items. You have brought another joy to the Center!” said Mibs Wagner, Bergen Family Center's Director of Development.

The greeting card drive was the second community service effort that the company undertook over a twelve-month period. Luhrs & Associates sponsored a linen drive in 2005 that helped Shelter Our Sisters, a non-profit agency that provides temporary housing for battered women and children in Northern New Jersey.

Luhrs & Associates increases the visibility and revenues of organizations nationwide through targeted marketing, public relations, and grants services. Clients include celebrities such as Ron Ananian the Car Doctor™ heard nationwide on WOR Radio and businesses, schools, and non-profit organizations.

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