

FOR IMMEDIATE RELEASE

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Ponte Vedra, FL

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HEARTILLERY GROUP HOSTS CHRISTMAS IN JULY DESIGN CONTEST TO SUPPORT HOLIDAY CARD DRIVE FOR TROOPS

Winning entry to be used as the official holiday card cover art sold in fundraiser card packs for personalization with Mission Holiday Cards 2021

Entries must be postmarked by July 19 - Winner announced on July 30, 2021

Heartillery Group, who shows love and gratitude in simple ways to those who serve, announced their Christmas in July design contest and fundraiser. The holiday card cover art design contest runs through July 19, 2021 and is eligible to artists of all ages. The winner will receive a \$250 Amazon gift card. The event supports Heartillery's 9th annual Mission Holiday Cards drive to send cards of support to troops away from home during the holidays.

Heartillery Group is hosting the Christmas in July design contest and fundraiser to support their flagship Mission Holiday Cards 2021 initiative. The winning card design will be used to create packs of holiday cards to be sold in the fall to support Mission Holiday Cards. The cards will make it easier for Heartillians to personalize their messages of love and holiday wishes to our troops during the holiday drive. 100% of the proceeds will help cover mailing costs during the Mission Holiday Cards campaign.

Heartillery will ship more than 1 million cards during Mission Holiday Cards 2021 at a cost of \$18.45 per box containing approximately 350 cards.

Emily Spencer, Heartillery Founder and Executive Director said, "The Christmas in July card design contest is a fun way to draw attention to and raise critical funds for our flagship Mission Holiday Cards drive. Mission Holiday Cards gets bigger each year and we need to find creative ways to ensure that every soldier knows they are in our thoughts and appreciated during the holidays."

The design contest is eligible to artists of all ages. To enter print out the official Entry Form at heartillerygroup.org/christmas-in-july/. The Entry Form includes a pre-sized box to draw your design, plus instructions. Artists are asked to answer a few quick questions that will be featured on the back of the final printed cards. Complete your submission and mail it to the address on the Entry Form postmarked by July 19, 2021.

The winning design will be chosen based on creativity and the embodiment of Heartillery's core values — love, gratitude, service, generosity, compassion, education, and community. One winner will be announced on July 30, 2021 via social media. In addition to having their design featured on the official Heartillery Group holiday card, the winner will receive a \$250 Amazon gift card.

Packages of holiday cards featuring the winning design will be available for purchase on Heartillery's website and social media starting in September 2021 via the Mission Holiday Cards 2021 campaign.

To learn more about this Christmas in July design contest and fundraiser, and how you and your community can support Heartillery Group's Mission Holiday Cards 2021, please visit heartillerygroup.org or call (904) 466-7864.

About Heartillery Group

Heartillery Group's mission is to show love and gratitude in simple ways to those who serve. The organization works with schools, religious organizations, seniors, veteran organizations, corporations, businesses, and other caring communities to collect, assemble, and mail care packages and greeting cards to US military personnel deployed across the globe. Heartillery Group is a registered 501(c)(3) organization and has sent more than five million cards and 10,000 care packages to service personnel overseas since its inception in 2013.

To learn more about the Heartillery Group's card-sending program or to donate, visit heartillerygroup.org or on Facebook facebook.com/heartillerygroup.

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