African and Caribbean eCard Range Announced by Hope Spring

Wednesday 8 March, 2023

Hope Spring eCard, the charity ecards platform, that raises funds exclusively for Hope Spring Water charity, has announced the launch of a dozen new eCards. The new eCards range listed on their website, under the title black eCards, feature eCards that African and Caribbean communities in the UK may find interesting and more representative, than the regular UK high street greetings card and eCards.

Announcing the new eCards range, platform manager Seun Olonade said “it is ironic that we have just come up with our black eCard range, given that most of us at Hope Spring are of African origin and the cause we raise money for is a charity that works exclusively in West Africa. Ms Olonade added “as a popular saying goes, better late than never, I am pleased we got our black ecards range online at last”.

The black ecard page on Hope Spring eCards is overwhelmingly Mother Day eCard rich. The reason for this, the website said, is that they are targeting the launch of the range to coincide with Mother’s Day, which is on the 19th of March. Compared with other lines of greetings eCards on the site, the new range is rather lean.

Hope Spring founder and trustee Temi Odurinde said “like Seun said, we came late to creating eCards for black audience, but we are working to catch up. We are working on twenty new ecards, which we hope will be ready to go online in the next six weeks or so”.

Though Hope Spring are targeting mother’s day for the launch of their black ecard range, the cards are now online. You can schedule one for delivery on mother’s day, it can also be sent instantly. The cards can also be shared on WhatsApp, using their instantly WhatsApp card option. You can find out more information about this and other ecards on their website.

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