Charity Releases Chinese New Year 2024 Greeting Cards

Friday 26 January, 2024

Hope Spring, a Herefordshire-based water poverty alleviation charity, has launched their Chinese New Year 2024 ecards on their website as part of their fundraising efforts. The organisation announced the launch in a blogpost on their website.

Hope Spring started its tradition of adding Chinese New Year to their charity ecard platform three years ago. Since then, every year, a new set of Chinese New Year ecards is designed in partnership with charity eCards UK and added to their offerings just before the start of the lunar new year.

The Chinese new year is based on the lunar calendar, and this year is on the 10th of February. As with the Chinese tradition of giving each new year the name of an animal, real or mythical, 2024 is the year of the dragon.

The Chinese New Year ecards from Hope Spring feature traditional and modern designs that will appeal to people of all ages. They are perfect for sending heartfelt wishes to your loved ones and work colleagues while also making a positive impact in the lives of those in need.

"Chinese New Year is an important holiday for many people around the world. We saw this as an opportunity to reach out as well as highlight what a small donation made from sending one of our 'year of the dragon' eCards can achieve," said Seun Olonade, the platform manager of Hope Spring eCards.

This initiative not only aims to celebrate the rich and vibrant culture of China during this festive season but also highlights the importance of safe and accessible water resources for all individuals, regardless of their background or location.

Hope Spring's supporters and new people who wish to support them can find out more information about the Chinese New Year ecards on their website, social media pages, or by reaching out to them via email.

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Company Contact:

Hope Spring Water

T. 01981541339
E. hello@hopespring.org.uk
W. https://www.hopespring.org.uk

Additional Contact(s):
Our press contact detail: Temi Odurinde, Tel: 07939 276451 . Email: temi@haabaamail.com

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