Hope Spring eCards & Partners to Bring Music to Digital Greetings

Thursday 13 August, 2026

Hope Spring eCard partnered with Temi & The Crew, a new creative music collective, to release “Happy Birthday It’s Your Special Day,” an original song created to bring music into the special moments people celebrate and remember.

The Debut Single is a birthday song created to add a musical dimension to one of the most widely celebrated occasions. The track is intended for birthdays ranging from intimate family celebrations to larger parties, offering an original alternative to the familiar birthday songs traditionally used during celebrations.

The idea behind Temi & The Crew developed from the experience of creating and sharing digital greetings. One of the Hope Spring eCards features “Happy Birthday It’s Your Special Day,” bringing the original song directly into a digital birthday greeting that users can personalise and share with friends and loved ones.

Temi & The Crew takes that concept a step further by exploring how original music can become part of those same experiences.

Rather than operating as a conventional band with a permanent lineup, Temi & The Crew is structured as a creative collective. The project brings together different vocalists, songwriters, producers, musicians and creative collaborators depending on the requirements of each release.

Emmanuel Nmaju, a volunteer with experience in music production, recording and creative audio work, said:

“From a music production perspective, the project is about creating something that does more than accompany a birthday message. A well-produced song can set the mood, bring energy to the celebration and make the moment more memorable. My experience in recording and production has helped shape the sound of the project and explore how music can work naturally alongside Hope Spring’s digital greetings.”

The connection with Hope Spring eCards forms an important part of the project's wider vision. Instead of treating music and digital greetings as completely separate forms of communication, Temi & The Crew is exploring how the two can complement each other.

A birthday eCard, for example, can deliver a personal message to someone while an original birthday song adds another layer to the experience. The same concept could eventually extend to other occasions, including Christmas, anniversaries, weddings, congratulations, friendship and other significant milestones.

Lolade Aderibigbe, a volunteer, said:

“What makes this project exciting is the way it brings together creativity and something people already do every day, sending birthday wishes to the people they care about. Adding an original song to a digital greeting gives that simple gesture another layer of warmth and personality, while also showing how Hope Spring eCard can explore new ways of connecting with its community.”

The debut single represents the first release in what is planned as a growing catalogue of original celebration music. Future Temi & The Crew releases are expected to explore different occasions and musical styles while maintaining the project's central focus on memorable moments.

With the release of “Happy Birthday It’s Your Special Day” providing the starting point, Temi & The Crew aims to build a catalogue of songs that can become part of celebrations and personal memories, creating a connection between music, digital greetings and life's special moments.

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