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Artwork for Education Valentine Cards Offer Schools a “Rosy” Future

This Valentine’s Day, Massachusetts consumers can choose a gift that shows they’re all heart: colorful Valentine greetings designed by local schoolchildren. Sales proceeds will benefit the Boston Globe’s Newspaper in Education (NIE) program, which has been donating newspapers and other curriculum materials to Massachusetts’s schools for over 30 years.

The greeting card fundraiser is part of the national Artwork for Education program. “Artwork for Education showcases the tremendous artistic talent of students while generating funds for classroom programs,” said Charles Paul, CEO of Worldwide Education, the company that introduced the program in Boston two years ago.

Popular with PTA and PTO organizations as a year-round alternative to junk-food fundraisers, Artwork for Education has consistently drawn praise from parents and educators across the country. They are not alone. Kids are equally as enthusiastic about seeing their artwork on the front of high-quality greeting cards and receive credit by first name, age and school on the back of each card.

For Paul, collaborating with the Globe to raise funds for its NIE program is a logical progression in achieving his company’s long-term goals. “Working with the NIE program further underscores our company’s commitment to significantly increase educational learning opportunities for the children of this country.”

With Americans purchasing over seven billion greeting cards each year, Paul is confident that buyers will share his enthusiasm. And with Mother’s Day just around the corner, plans are in the offing for a special Mother’s Day boxed set. “Consumers enjoy purchasing cards that support an educational initiative, especially since our price and quality are comparable to other lines,” he said.

The full-color 5” x 7” Valentines cards are available in boxed sets of 12 cards of a single design or in a variety 12-pack. Each retails for \$20.50, with Globe subscribers receiving a \$4.00 discount. The cards can be viewed and purchased online at www.artworkforeducation.com. Best of all, they are blank on the inside—an added bonus for those hopeless romantics who want to create the perfect Valentine’s message.

About Worldwide Education

Worldwide Education, Inc. (WE) is a privately held for-profit corporation whose mission is to provide schoolchildren everywhere with equal access to learning opportunities by supplying schools, teachers and students with educational materials and resources that are in critical need. For more information, contact Worldwide Education, Inc., (562) 595-9600, or visit the website at www.WorldwiseEducation.com.