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For immediate release

Start-Up Selling “Greeting Cards with Attitude” Positions Itself as the “Anti-Hallmark”

If the cutesy, mushy, sentimental, or “trying to be funny” Hallmark cards sold at your local drug store or stationers either put you to sleep or make you want to puke, Natalie Mikael, Founder of card start-up Get Feisty, has an alternative

It’s “Greeting cards with attitude, not platitudes,” as she calls her new company’s line of unconventional cards.

“I am a boisterous, sarcastic Italian from New Jersey,” Mikael explains. “Get Feisty is a greeting card line based on that east coast, old-school sense of humor – playful banter you’d see in a Brooklyn neighborhood in the 1960s. But no F-bombs or sexually explicit sentiments.”

The company’s novel and offbeat approach to greeting cards is embodied in the name itself. “Get Feisty represents a ‘speak’ in which you can call your friend a dumbass as a term of endearment,” says Mikael.

For instance, a Get Feisty sympathy card begins, “Listen, I realize you’re sick and everything and in the process of recovering. But can you move it along!” Another card communicates a message of friendship with: “You’re not someone I want to punch in the face.”

And a card for women to send to their newly engaged female friends says: “You’re engaged. I’m beyond ecstatic for you! That being said, are you sure you’re OK with making the following sacrifices?” The first item on the list: “#1. Waking up with the hot bartender.”

Her goal with Get Feisty is to give hip, young consumers – or hip consumers of any age – an alternative to the dull, maudlin, and boring traditional greeting cards currently cluttering the store racks. That’s why Mikael calls Get Feisty “the ‘anti-Hallmark’ of the greeting card world.”

And if you think paper greeting cards instead of e-cards is a strange choice for a card company catering to millennials and younger baby boomers, think again: According to a report from ad agency JWT, almost 8 out of 10 millennials say that paper cards make them feel more connected to people than digital.

Adds Sarah Turk, a stationery analyst at IBISWorld, “I think that especially in a digital age, paper now has more value than it ever has.”

Mikael offers this tongue-in-cheek advice for greeting-card givers who want cards that stand out above the clutter, grab attention, and get read: “Save postal works – shut down the e-mail and buy a friggin’ stamp.”

To see Get Feisty’s full selection of “greeting cards with attitude, not platitudes,” visit their web site at <https://www.getfeisty.com/>.

EDITOR: For a free catalog and free samples of “greeting cards with an attitude,” or to interview the company founder, call Natalie Mikael at Get Feisty on her direct phone line: 908-507-5509.

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