

News Release

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LWML Christmas Cards Featured in St. Louis Newspaper

ST. LOUIS, MO — Go tell it on the mountain — through the mail and everywhere — that Jesus Christ is born! The holiday season is quickly approaching, and so is the time to send glad tidings to all. The Lutheran Women's Missionary League's new Christmas card is the perfect way to share the joy of the Savior's birth with friends and family both near and far.

Recently, the striking four-color card was featured in the St. Louis Post-Dispatch, which has a daily circulation of about 300,000. The newspaper highlighted the LWML card in a large display package called "'Tis Better to Give" about holiday greeting cards that benefit groups that raise money to help others.

Take the "'Tis Better to Give" challenge: Try to get your local newspaper or other media to feature the new LWML Christmas card, as well as the mission of the LWML, so that people in your community can spread the good news that Christ the Savior is born. Not only could they benefit from the cards, but they could also learn something about Lutheran Women in Mission.

Designed by LWML member Judy Newell, this beautiful card with Joy exuberantly written across the top in deep purple features a purple sky containing the star illuminating Bethlehem and the holy family below. It is printed on a glossy card stock (outside), with the interior in a matte finish for better writing personal notes and signing the card. Folded, the card measures: 5.5"x 4.25 inches. Product #16520 \$6.50. Each set contains 10 cards.

Along with Christmas cheer comes a great deal: Buy two packs of cards and get one free! This special offer is available through November 30. The cards also make a great fundraising project for societies, zones and districts and are perfect for personal use as well as gift-giving. Contact the LWML Office at 1-800-252-LWML (5965) for bulk pricing.

Let the LWML help you celebrate during the season of Christ's birth! Visit <http://shop.lwml.org> or call 1-800-252-LWML (5965) for more information.

The Lutheran Women's Missionary League (LWML) is the official women's auxiliary of The Lutheran Church—Missouri Synod. For over 65 years, the LWML has focused on affirming each woman's relationship with Christ, encouraging and equipping women to live out their Christian lives in active mission ministries and to support global missions.

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