

Charity Christmas cards on sale in Paper Tiger to raise cash for Syria crisis



Christmas is a time for giving and this is certainly the case for a leading Edinburgh retailer which is selling Christmas cards in a bid to raise money for refugees caught up in the Syrian crisis.

Paper Tiger, which is renowned for its distinctive, eye-catching greetings cards, has created an exclusively designed card which is being sold as part of fundraising efforts for the war torn country. As a result of the crisis, two million people have fled the country with a further 4.25 million internally displaced. Money raised from the Christmas card appeal will add to aid efforts to help refugees to move forward and survive.

Unlike most charity cards, every penny from the sale price will be donated to the UNHCR Syria crisis appeal. Creative Director at Paper Tiger, Daniel Johnson said: "The situation in Syria is desperate and as most of us look forward to enjoying time with our loved ones and over indulging during the festive period we must spare a thought for those who aren't so lucky. Paper Tiger is delighted to be in a position to contribute to such a worthy cause and will be absorbing all costs to ensure every penny of the £2 price tag goes directly to the appeal."

The cards, which feature the Three Wise Men, designed in house by Edinburgh based illustrator Cate James go on sale today in the Stafford Street shop. The design has been chosen based on

the belief that the wise men did in fact originate from Syria in the sixth century. Daniel Johnson added: "We are hugely supportive of the appeal and are urging shoppers to make this their Christmas card of choice this year. It is incredible how even a little money can make a huge difference to the children and families in Syria so every penny really does count."

Just £80 can provide kitchen equipment for eight families to cook warm food throughout the winter which could be covered by the sale of just 40 Paper Tiger cards.

Submitted by [Louise Robertson](#)