

Photo Cards Source, Pear Tree Greetings, Launches Pearista Blogger Community

Pear Tree Greetings, a premier source of one of a kind photo cards, announces the launch of its new Pearista program. The program gives participants a chance to see Pear Tree Greetings' newest products, including birth announcements, first.

May 26, 2010 (FPRC) -- NORTH MANKATO, MN – As the blogging world continues to grow, specific niche bloggers have emerged. One type is bloggers who value connecting with loved ones and have a passion for connecting through stationery.

In an effort to connect this group of bloggers, Pear Tree Greetings, a top manufacturer of personalized photo cards, recently launched the Pearista program. By becoming a Pearista, bloggers can share ideas and tips about connecting, everything from baby announcements and photo cards, to graduation announcements and birthday party invitations via an exclusive website.

"After Pear Tree Greetings was created to deliver stylish and affordable products, we quickly learned that we weren't the only ones who were passionate about stationery. A 'Pearista' values connecting with loved ones through the written word, and also stays atop the latest trends. We're reading out to all Pearistas and connecting them through this new program to share their passion," said Liwanag Ojala, president of Pear Tree Greetings.

Not only will Pearistas be able to communicate with one another and share ideas via the community blog, they will also receive a number of benefits from Pear Tree Greetings. Pearistas will receive exclusive content and giveaways from Pear Tree Greetings, adding a new element for their family and friends following their personal sites. Pearistas will also be the first ones to see Pear Tree Greetings' new designs for a variety of products, including birth announcements, seasonal cards and more.

"We created the Pearista community so bloggers all over the country with similar interests could meet one another, and share their passion and ideas for stationery. We also wanted to add value by offering them exclusive content and access to the latest trends. This community is a win-win for anyone passionate about stationery," said Ojala.

For more information about the Pearista program or any of Pear Tree Greetings many products, please visit www.PearTreeGreetings.com.

About Pear Tree Greetings:

Pear Tree Greetings is a unique greeting card company that grew out of the desire to make fun, fabulous designs affordable and easily accessible. The company takes pride in its fresh and simple designs that delight a bride-to-be as much as a high school graduate. Pear Tree Greetings offers a wide variety of stationery products, including baby announcements, wedding invitations, photo cards and more.

Contact Information

For more information contact Thao Truong of Pear Tree Greetings
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