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Getaway Girl Greetings Gives Laughs, Attitude

COOL, HIP NEW GREETING CARD COMPANY LAUNCHED

PORT HURON, MICH. — The coolest, hippest new greeting card business to hit the market has launched globally from a cozy corner office also known as Getaway Girl Greetings world headquarters in Port Huron.

“It’s a fact that women buy 80 percent of the greeting cards purchased each year in the United States,” said Patti Samar, president of Getaway Girl Greetings, quoting statistics available from the Greeting Card Association.

“It’s no secret to women that many of those cards are sassy, in-your-face cards or cards of encouragement and ‘you-go-girl’ attitude that are given to their girlfriends,” Samar said. “We are capitalizing on that concept and providing women with additional choices.”

In its debut line of cards, all are quotable cards providing the words of wisdom or humor spoken by those who have come before Samar. “I am a writer, but there are many more prolific contemporary or historic women -- and even some men -- whose utterances are absorbing, inspiring or just plain funny.”

Two things inspired Samar to launch Getaway Girl Greetings. First, she realized she had been collecting quotations for years. “A college professor told me he collected quotes and I thought he was a complete nerd,” she said. “But here I am, 20 years later, with a drawer full of quotes. As a writer, it’s kind of hard to ignore eloquent, sharp, and witty words.”

Secondly, a desire to design a fun product that allows her to express her creativity and will perpetuate an income while she chooses to “getaway” to various locales around the world (preferably in the Caribbean or other tropical climates) drove Samar into the greeting card industry.

“I have worked for other people for more than 20 years, mostly in the public relations industry,” she said. “One way or another, you must always be careful of what you say because you don’t want to ‘offend’ anyone. When choosing quotations for my card designs, I don’t need to worry about that, and there’s greater freedom of expression, even if I’m choosing the words of others.”

Samar is also the owner of The Write Company, a writing and graphic design firm (www.thewritecompany.net) based in Port Huron, Michigan. She is a 1985 and 1989 graduate of Northern Michigan University in Marquette, Michigan, where she received a bachelor of science degree in English and a master of arts degree in English and writing.

She resides in Port Huron, where she spends her summers sailing on the Great Lakes and her winters dreaming of sailing on the Great Lakes.

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