



RE-INVENTING GREETING CARDS FOR A SOCIAL MEDIA AGE

INTRODUCING *InstaCake Cards!*

August 10, 2019 – InstaCake Cards, a deliciously new concept in greeting cards, deliver sweet birthday wishes plus everything needed to make a celebration cake in minutes and share it with the world. All you need is a microwave and 4 Tbsp of water!

In addition to combining an incredible cake with a card for a unique experience, InstaCake Cards President Sarah Neal says they've created a self-promoting card by linking to social media platforms. "With a regular card, the experience is shared only between the sender and receiver. Now when someone gets an InstaCake Card, they make the cake, blow out the candle and capture the photo-worthy moment to share with family and friends on their social media network. We make it easy with #Instacakecards!"

Bringing this product to the shelves has been a two-year labor of love. "When we moved from the UK to Canada, I tried sending birthday cakes overseas – tricky to package so that it arrived intact and ridiculously expensive to mail. And a card alone just didn't seem like enough."

Now with InstaCake Cards, it's a complete celebration in a greeting card. More than just a novelty, the vanilla confetti cake with vanilla frosting is made of high quality ingredients including real eggs, sugar, butter and gluten-free flour so it's moist, light and flavorful.

"From millennials to boomers, people love the uniqueness of this product and the experience it provides – what's more Instagrammable than a cake in a card?"

To see and taste InstaCake Cards, visit **Booth #255 at the National Stationery Show, Jacob K. Javits Center, NYC from August 10 – 13.**

For additional information and photos, visit www.instacakecards.com

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