

American Cancer Society Unveils New Celebrity-Designed Holiday Greeting Cards

Celebrity cards designed by Tony Bennett, Bethenny Frankel, Sharon Osbourne, and Simone I. Smith

ATLANTA, Oct. 8, 2018 /[PRNewswire](#)/ -- Make this holiday season extra special with the American Cancer Society Greetings collection of cards. This year's greeting cards assortment include special designs created by Tony Bennett, Bethenny Frankel, Sharon Osbourne, and Simone I. Smith. Net proceeds benefit the ACS to fund its mission to support cancer patients everywhere.

"The ACS Greetings program is a unique opportunity to help save lives while wishing family, friends, and business associates season's greeting through these memorable cards," said Sharon Byers, chief development and marketing officer, American Cancer Society. "We are excited to partner with these celebrities who are helping us lead the fight for a world without cancer through their special edition holiday cards for the American Cancer Society."

This year marks the 25th year of Tony Bennett designing cards for ACS. The cards designed by the multiple Grammy and Emmy-Award winning musician and accomplished painter have raised more than \$800K for the ACS mission so far. "I am honored to present '[Snowstorm in NYC](#)' as the holiday issue for this milestone year and I'm grateful to all who support the American Cancer Society and the fight to end cancer by purchasing ACS holiday cards," said Bennett.

[Frankel](#), [Osbourne](#), and [Smith](#) have all been affected by cancer and make their debut as holiday greeting card designers for the ACS this year. A portion of the proceeds from Osbourne's card will benefit The Sharon Osbourne Colon Cancer Program.

"To help fight cancer, I've designed my very own holiday card. It's quite fabulous and proceeds benefit the American Cancer Society," said Osbourne. "This means you can wish everyone the happiest of holidays and show them that you give a (bleep) about ending cancer all at the same time. Genius!"

"A lot of people have been touched by cancer in some way. I like to empower people to do what they can to make a difference. This year, you can make every moment count by sending cards with a purpose from the American Cancer Society," said Frankel. "I'm so excited to share the holiday card I designed, inspired by my sweet puppies Biggy and Smallz. All proceeds from the cards go to the American Cancer Society to help save lives from cancer."

"I'm excited to use my *A Sweet Touch of Hope* lollipop pendant collection as inspiration for the holiday card I designed for the American Cancer Society," said Smith. "This year, send a greeting card that's meaningful and makes a difference, as all proceeds benefit the ACS."

In addition to the celebrity cards, customers can also select from a variety of holiday greeting cards including Christmas, Hanukkah, New Year, Thanksgiving, religious and non-denominational seasonal cards, personal photo cards, and animated e-cards. All cards are available to order at [ACSGreetings.org](#). Cards start at \$40.00 for a box of 25.

SOURCE American Cancer Society

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