



Press Release Contact Information:

Fred Malone
CAP Creative
Media Relations
1900 Main, Suite 301
Sarasota, FL
USA, 34236
Voice: 941-953-9191
Fax: 941-953-9155
E-Mail: [Email us Here](mailto:fred@capcreative.com)
Website: [Visit Our Website](http://www.capcreative.com)

FL Advertising Agency, CAP, Sends Electronic Greeting Card Loaded with Holiday Tunes

CAP (formally CAP Creative), has gone "green" and sent electronic holiday greeting cards to all their clients, family and friends. The card ultimately opens to a jukebox filled with more than 200 Christmas and Hanukkah songs.

/24-7PressRelease/ - SARASOTA, FL, December 20, 2007 - CAP GOES GREEN
Sends Electronic Holiday Greeting Cards with a Twist

Roxanne Joffe, President of CAP (formally CAP Creative), has announced her firm is sending electronic holiday cards in lieu of traditional paper ones this year. She was approached by CAP's Creative Director, Mark Limbach, several weeks ago with the concept. "I was immediately intrigued by the idea," said Joffe. "Not just from the ecologically sound sense it made, but by the unique nature of the way he had designed it."

Limbach designed the CAP holiday e-card to open ultimately to a holiday music juke box filled with more than 200 Christmas and Hanukah songs that play randomly or can be selected for a personalized holiday soundtrack. "We've loaded a great variety of tunes," said Limbach, an admitted music junkie. "We've got artists from Burl Ives, Tony Bennett, Nat King Cole and Bing Crosby to U2, the Pretenders, Queen, Garth Brooks and some brand new stuff from a band named Shawn Lee's Ping Pong Orchestra," he said. Limbach said he plans on making the holiday juke box a CAP tradition and will add new songs every year.

The songs stream to laptop or desktop speakers in high quality stereo sound giving recipients a holiday playlist they can enjoy either at work or at home.

"Besides the obvious energy savings and reduced environmental impact, I'm really happy we're able to send a pretty neat gift," said Sam Stern, Joffe's partner and CAP's CEO. "We've injected a little humor and a lot of life into the traditional holiday greeting and created a virtual party all faiths celebrating the season can enjoy."

To view the CAP holiday card and launch the holiday juke box on your computer, click <http://www.capcreative.com/holiday/>.

About CAP

CAP, formally CAP Creative, is a Sarasota, FL-based full-service Advertising and Public relations firm specializing in Marketing Strategy and Brand Development. Visit www.CAPcreative.com.

CONTACT:

Roxanne Joffe
(941) 953 9191