

Say It With Songs Press Release

We're bringing the dance floor to your shop floor with Say it with Songs

We are excited to announce that we will be formally launching [Say it with Songs](#) into our portfolio on 4 June.

Say it with Songs was dreamt up in lockdown by former music Manager, Ellie Fitzgerald as a concept to connect people through music.

It is the first ever greeting card range that combines the sentiment of a greeting card with the power of a song making it instantly available to listen to thanks to everyday streamable technology. All you have to do is simply hold your smartphone camera over the QR code that is incorporated into the design and the song streams through Spotify, YouTube or Amazon Music.

These instantly recognisable best-loved hits, form the foundation for the new extensive line of commercial gifts that have been developed with us at Widdop and Co and Say it with Songs. The 'Greatest Hits' collections are built around exciting new gift offerings for all occasions including Father's Day and other key events in 2024/25.

We'll be taking over the full distribution of the popular Say it with Songs greeting cards, while Ellie will stay at the creative helm for the collaboration and will continue to develop the range to always bring something new, **bringing the dance floor to your shop floor.**

Speaking about the collaboration our CEO, Stephen Illingworth said: "We couldn't be more excited to have this unique and innovative brand in our range, Ellie has created something exceptional with Say it with Songs. Having sought to develop a collection of greeting cards for a long time, it is exciting to start our greeting card journey with this brilliant and unique range."

"Greeting cards remain the most popular gift and we look forward to bringing our fantastic service to this wonderful sector to complete the full gift and greeting card story with Say it with Songs."

About the Say it with Songs concept, Ellie commented: "Everyone has a song that takes them back to a time, person, or moment in seconds and this is exactly why Say it with Songs was created. The range has grown extensively over the last four years making it a firm favourite in both large and independent retailers. A conscious business created from the desire to make people feel special, as a new modern way of cheering people up and expressing emotions through heartfelt words and music."

Our Widdop team will be able to set up all existing Say it with Songs customers with a Widdop account if they don't have one already and existing stockists will take priority for the brand in their locality, where possible.

Should any Widdop & Co customers, new or existing, wish to find out more about this exciting launch please contact sales@widdop.co.uk or call Widdop and Co on 0161 688 1200. We look forward to seeing you there.