



Media Release

For Immediate release

Too busy to say “I love you” or “I think you’re great” as the days race by? Karem Kalin has a solution that will fit into anyone’s tight schedule.

Kitchener, ON, March 17, 2004 – Canadian company “Smiles Made Easy™” is making it fun and easy to say what you’ve always wanted with fill in the blank ‘thought cards’. Owner Karem Kalin created the thought cards to help prompt any sender to complete a thought while personalizing and customizing it for the recipient. This concept is making note sending easy, and are wonderful gifts for children, grandparents, friends or spouses.

Thoughts to complete include:

I have fun when....

You are a great....

You make me feel loved when....

Thought cards encourage children, remind friends of good times shared, and ignite romance. They also help in situations where smiling doesn’t come so easily. Catherine Cameron CYC CBS, a Clinical Behavioural Therapist, who uses thought cards with her clients, says “thought cards make it easier for people who are experiencing a difficult time, like the loss of a family member or divorce, to communicate. Finishing the sentence on a small note card is easier and less intimidating, it gets the conversation started. It’s also something they can keep and look back on.”

“Many times we don’t get the opportunity in life to tell people how we feel or how much they are appreciated. We’re giving people this opportunity” says Kalin.

Smiles Made Easy™ thought cards were featured in the Nov/Dec 2003 issue of Retail News Magazine as a *hot pick* and can be found in stores across Canada or online at www.smilesmadeeasy.com.

The cards are available in 5 categories: I Love it When...., Remember When...., You’re a great Mom because...., I Have Fun When...., and I am Proud When.... Each category has 15 different thought cards and is packaged in small silver tins.

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