

# CAPITAL IDEAS

[capitalideasedmonton.com](http://capitalideasedmonton.com)

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## Holiday cards mean business

*A fetching collection of season's greetings from Edmonton companies*

Capital Ideas, an Edmonton Journal project to help entrepreneurs share what they know, invited Edmonton businesses to show off the holiday cards they use to spread festive cheer to clients, customers and friends.

We received a wide variety of real cards and e-cards, both funny and serious, from both businesses and non-profits. Some raised spirits; others raised money and awareness for good causes. And who knew dogs were such a Christmas thing?

Take a look at the top submissions:



Happy holidays + best wishes for a wonderful new year!

"As an events company, we are in the business of fun, so it was important to create an engaging and memorable card that speaks to what we do best: event planning and theme development," said Vania Asenova of **River City Events**. "A great company is nothing without its great people, so we wanted each one of our team members to participate in this crazy holiday scene."



"Every year we all try to one-up ourselves for the holidays," said Alyson Hodson, founding partner of **Zag Creative Group**. "This year, we thought our one-upmanship may as well make our clients and suppliers laugh too. 'Cause who doesn't love a good laugh during the holidays, or any time for that matter?" Visit [capitalideasedmonton.com](http://capitalideasedmonton.com) for the interactive version.



Left: Jessica Mercredi and Amy Hayduk from **Live Local Alberta** included Jessica's dog in a photo shoot at the Edmonton Humane Society. "As a local (loving) non-profit, we like to support local whenever we can, which is why we choose this Santa over any other."



Photographer Curtis Sagmeister of **Feral Dog Studios** features



Left: Photographer **Crystal Puim** also went the canine route to wish clients Merry Christmas: "We want to put a smile on their face and let them know we truly appreciate the business and friendships we have made!"



The card from **Box Clever** is part of the digital media company's efforts to help people in Burundi, which co-founder Steve Mebs and Transcend Coffee founder Poul Mark visited with Food for the Hungry Canada in the summer of 2011. "Together Steve and Poul ... helped teach sustainable practices to coffee farmers as well as document(ing) their lives and stories," wrote Box Clever account manager Alysha Benz. "Since then we have been donating our time and efforts to Kayanza, Burundi."

his pooch, Asylum, who also inspired his company's name. "As you can tell by his expression, he 'loves' dressing up for me."

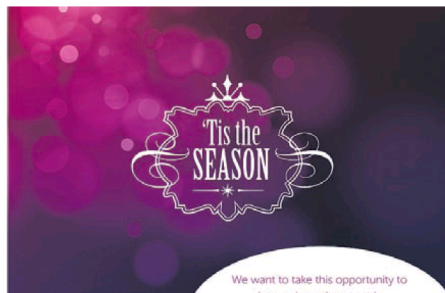


Graphic designer **Kyle Loranger** applied his skill to the front and his cleverness to the inside of his company's card.

Hope your Christmas is a perfect measure of fun, laughter, colour and good letterspacing.



**Londonderry Mall** has an in with St. Nick, which came in handy: "Londonderry Mall enjoys taking a fun approach to Christmas and it was the perfect opportunity this year with our brand new Santa Land to feature our team (whoever was available) with Santa!" wrote Tineke de Jong.



We want to take this opportunity to let you know how much you are appreciated. Warmest thoughts and best wishes for a wonderful holiday and a very Happy New Year.

**Gystworks**, which includes Capital Ideas among its clients, sends a unique card every year: "Expressing our appreciation and best wishes to our clients is important to us — without them, we wouldn't get to do what we love."



**Epcor** makes a virtual card available to its employees to email to colleagues and friends, and donates the money it would have spent on mailing to The Support Network, which helps people cope with crisis situations.

**Legos**, an assessment and training company, sent this card to clients and partners, said president Mark Fitzsimmons. "We used our logo as part of the snowman's outfit and changed the colour to be more in keeping with Christmas."



The digital marketing agency **Kick Point** used the occasion to give back. "We put the money we would have spent on chocolates towards gifts for Santas Anonymous," said Sarah Sinfield. "Each of us picked out the gifts we would have wanted to receive as kids: Legos, books, bears, and noisy light-up toys!"

## CAPITAL IDEAS PANELS AT THE JOURNAL RESUME JAN. 23

Join the Capital Ideas community of business owners helping business owners so you can:

- ✓ Attend panel discussions on relevant topics
- ✓ Meet like-minded people
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