



It may seem some time yet, but the Christmas card season is fast approaching! This year MSSC will be selling 5 Christmas card designs, and in addition to a wonderful image of TS Royalist in full rig, we will be offering a small selection of traditional images such as a nativity scene, a robin in the snow, and other maritime scenes.

We have established a new relationship with a Christmas card specialist printer who is able to print on demand, and to fulfil all orders for us. We will be producing a Christmas card leaflet to help promote sales, as in previous years, and cards would also be available via our website. Cards would be available in packs of 10 cards.

We would like to extend Christmas card sales to all Units, who would be able to retain the proceeds of any cards they order and sell. To help us in our planning, I should like to invite Units to participate in a pilot study which would allow us to plan our initial print run and monitor sales with a view to extending Christmas card sales to all Units next year. In addition, we are looking to make one image available to Unit's that could be easily adapted to reflect the Unit's name. This would require a small additional costs for each plate change, but the take-up of sales and the additional awareness for each Unit should more than compensate for this. To register your Unit's interest, in Christmas card sales in general or if you would be interested in a tailored card, please contact Sian Mexsom on smexsom@ms-sc.org, telephone 020 7654 7009.