

Dear, Dana

I really enjoyed your thoughtful coverage of cultural trends and traditions in *The New York Times* Style section. St. Patrick's Day is approaching so I wanted to share an interesting story opportunity about the holiday's culture and history, one that would both inform and engage your readers.

At Smith & Jones Greetings Cards we've extensively researched the origins of St. Patrick's Day to ensure our products align with the holiday's deeper cultural and religious significance. This day is a religious feast to celebrate St. Patrick, now a worldwide celebration of Irish heritage. We take great pride in creating cards that reflect the true meaning behind every celebration.

This might be a good fit for your audience as it offers an in depth look at the roots and religious traditions that revolve around this holiday as it previously was just a feast day for Saint Patrick. There's a fascinating story behind how Irish immigrants shaped the celebration in the United States and how the modern holiday reflects both Irish traditions and the culture.

An interesting angle might be: Saint to Shamrocks: St. Patrick's Day Becoming a Global Celebration. This would be a great way to tie in historical context with contemporary celebrations.

I would love to offer you access to our research archives and an interview with the research team to dive deeper into St. Patrick's Day traditions.

Please let me know if you would be interested in this story.

Natalia
Associate Director of Media Relations
Smith & Jones Greeting Cards