

Rewind To Happy Dosti Days On Friendship Day With A Myriad Of Memory- Evoking Expressions

Sub-heading: Most people will agree that some of the best moments in life have been shared with friends. For **Friendship Day 2013**, 123Greetings.com is proud to provide a platform to enable users to express feelings of gratitude and appreciation while reconnecting with friends in a fun and creative way.

New York, NY, August 2, 2013: **Friendship Day** is a popular holiday in India, when people choose to express gratitude and appreciation to friends by means of gifts and expressions. Perhaps Friendship Day was conceived to underline the significance of friends and celebrate the special bond of trust, dependability and care between each other.

This holiday provides an opportunity for **friends** to revive old memories and relive the special moments shared with each other. Recall a time when a classmate teased and a friend taught lessons in courage and self-confidence, a time when a friend shared half the workload to help meet a deadline, or a time when a friend suggested crazy ideas to help impress a special person. Each friend plays a unique role in one's life and this day encourages people to revive old memories and strengthen the bond of friendship.

123Greetings.com offers an ideal medium to reconnect with friends and augment the day's celebrations. This is probably why over 1.7 lakh Friendship Day wishes were sent by users in India from 123Greetings.com, last year. Its offering of over 525 Friendship Day ecards across 12 categories combine warm messages with effective visuals and cheerful music that help in reaching out and conveying feelings to friends. Some of the popular categories where users can find the perfect expressions for the holiday include Happy Friendship Day, **Best Friends**, Friendship Band, Poems & Quotes, Friends Forever and Miss You.

Arvind Kajaria, Founder of 123Greetings.com, says, "We asked ourselves, what would make our friends feel cherished and special – is it the expensive gifts or the thought that we lovingly and gratefully remember what they said to us, did for us, or the moments they spent with us? We felt it to be the latter. We wish everyone a **Happy Friendship Day** and encourage friends to come together to celebrate this day."

About 123Greetings:

123Greetings.com is the world's leading online destination for human expressions reaching 95 million visitors annually. Its offering of over 39,500 ecards across multiple languages covers a mix of 3,000 seasonal & everyday categories. Its presence is ubiquitous with its Facebook App and Mobile Website catering to users on social media and on mobile respectively. Its Connect Feature is a relationship management tool enabling users to actively manage their expressions to both personal and professional contacts. It has also introduced 123Greetings Studio, a unique platform for artists, to upload and monetize their own ecards.

For details, visit 123Greetings.com