

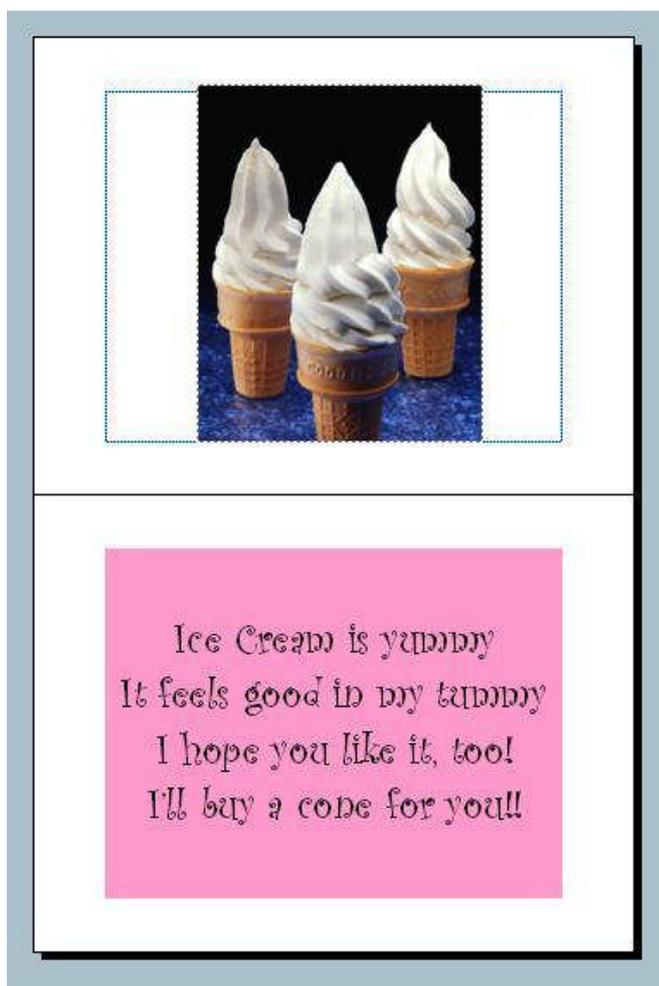
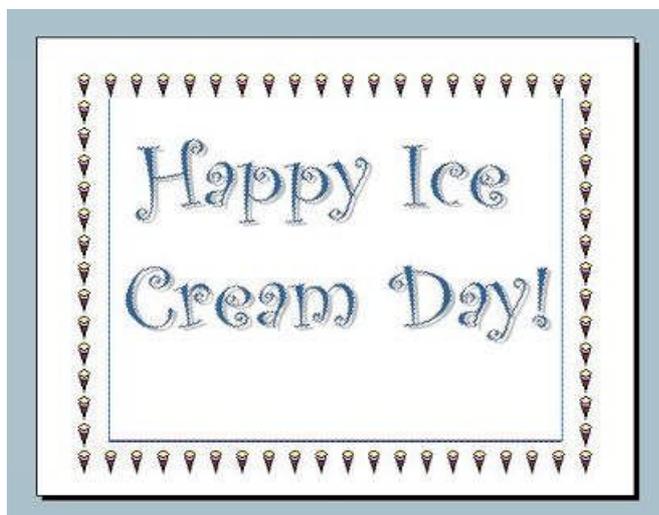
New Holiday Celebrations

Example

Ice Cream Day

Ice Cream Day will be celebrated on the first day of summer, June 20 or 21, Summer Solstice. Because ice cream is good to eat in the summer (because it cools you off), that is an appropriate day. On this day, people will treat each other to ice cream, and all the ice cream shops will offer free sample-size cones for everyone. Ice cream would obviously be the main food associated with the holiday. People would wear "ice cream colors," soft pinks, blues, and greens, like strawberry, blueberry, and mint ice cream. Some people will take off of work to get ice cream, but government offices will still be open, and it will not have a religious observance. The week before Ice Cream Day, though, you will probably start seeing ads all over the place for specials on ice cream. All the vendors will want you to buy their ice cream on the special day. Some retailers will probably sell Ice Cream Day t-shirts and tank tops for each year as a way to cash in on the day. For the kids, there will be special "my first Ice Cream Day" bowls that some of the ice cream shops will sell as mementos of the day. A character, Connie Cone, will be used as a reminder of the day. Connie will be a huge ice cream cone that will visit ice cream shops and keep all the kids entertained while they eat their ice cream.

Sample greeting card:



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Sample Reflection:

I chose the Curlz font for the card because it seems like a fun, whimsical typeface, and Ice Cream Day is a fun day. The ice cream border on the front gets people in the mood for eating it. On the inside, a picture of ice cream cones is appropriate because, well, that's the focus of the day. Then I made up a short verse that's pretty simple, like eating ice cream is simple. And the verse also reminds the audience that it's a day for buying other people ice cream and that it tastes really good. The pink background is a perfect color for the day, like strawberry or bubble-gum flavored ice cream. I think anyone would like to receive this card on Ice Cream Day and would enjoy having ice cream.