

Send Musical AcoustiCards For 'World Hello Day'

New app that lets you send professionally produced, highly personalised musical greetings in minutes. From your iPhone or iPad, to anyone. All cards reduced to 69p for World Hello Day, with all proceeds going to Music As Therapy.

Hitchin, Herfordshire (PRWEB UK) 18 November 2012 -- To celebrate [World Hello Day](#) on November 21st, the friendly folks at AcoustiCards would like to help the whole world say 'hello', by offering their personalised musical cards for the lowest price that Apple would let them - only 69p all day. All proceeds on World Hello Day will go to UK charity Music As Therapy, for their work in developing and using music therapy to improve the quality of life for children and adults suffering from mental or physical disabilities.

[AcoustiCards](#) is a brand new concept in personalised gifting. It is an iPhone and iPad app that lets you send professionally produced audio greetings; highlighting a person's name, the occasion, their character and interests, to generate a personalised song in a matter of minutes.

World Hello Day encourages us to recognise the importance of keeping in touch, regardless of distance or time. Tim Hole, Personal Performance Coach, believes there is a lot to be said for unexpected gestures. "I actively encourage people to reach out more regularly to everyone they know, because in doing so they strengthen bonds, build bridges and open pathways of possibility. In the same way that a birthday or Christmas greeting fills us with joy – an unexpected hello can make someone's day, brighten someone's week or be the first step to a whole new life. Send an unexpected message today and see what happens!"

And on December 1st, the Christmas carol AcoustiCard will be released. There's a seasonal melody and lyrical options from drinking sherry to wrapping parsnips (possibly after too much sherry), plus the name of the lucky recipient. 10p from every carol AcoustiCard will go to [Music As Therapy](#).

Unlike a traditional gift shop, AcoustiCards has audio greetings for everyone, whatever their name. And with no paper involved or transport costs, AcoustiCards are environmentally friendly too. With over a million variations of each song available, every greeting is unique and even outside of World Hello Day it costs less to send than a traditional card (69p - £1.99).

The AcoustiCards app is always [FREE to download](#) from the App store for iPhone, iPod Touch and the iPad and you can create and listen back to as many AcoustiCards as you like before making your selection. If your football-mad friend is celebrating a birthday, you can make a song all about them, including their name and reference to their karaoke skills too. Once you have chosen and personalised your greeting, an AcoustiCard can be sent to anyone with a computer or smartphone by email or text.

AcoustiCards is growing. If you have an idea for a song or know a singer or a band who would like to be involved, please contact us!

-ENDS-

NOTES TO EDITORS

- The AcoustiCards app is FREE to download for iPhone, iPad and iTouch
- All AcoustiCards are 69p to send on World Hello Day, 21st November 2012 with all income received

from Apple on WHD going to Music As Therapy

- Recipients do not need to download the AcoustiCards app to access
- Preview as many personalised AcoustiCards musical greetings and jingles as you like before making your selection
- Outside of World Hello Day, pricing is: 69p to send a jingle, £1.99 to send a song, and £1.49 for carol AcoustCards
- For more information or to arrange an interview with app creator Paul Arnold, please contact: Shelley Doyle at Present PR on 01727 894975 / 07764 497362 or by email: [shelley\(at\)presentpr\(dot\)com](mailto:shelley(at)presentpr(dot)com)
- To see example cards, please visit www.acousticards.com

About the creator: Paul Arnold is a radio producer and engineer with three Sony awards and an equal number of BBC Innovation awards to his name. Working two days a week making trails and packages for BBC Radio 4 and 4 extra, he freelances the rest of the time. His previous work has included Chain Gang, the bite-sized radio drama told by its listeners, and Easter Diaries, winner of a 2012 Jerusalem award at BAFTA in October. More details can be found at www.picturesinsound.com.

Story of production: Having an idea for an app up your sleeve is, in many ways, the modern equivalent of having an unfinished novel in a drawer somewhere.

With a background in audio production, music and interactive projects, Paul wanted to create something that would let people send a personalised song as a gift or greeting. From the initial idea of taking requests for songs by email (too expensive) to doing versions of 'Happy Birthday' (too complicated in terms of rights, apparently) the idea gradually focused down into an iPhone app which could seamlessly mix hundreds of options into the song.

Nearly a year after the process begun and an awful lot of learning, (Paul last programmed a computer when the keys were made of rubber and you saved your work to cassette), AcoustiCards was launched.

About Tim Hole: Tim Hole is the lead personal performance coach for [Cicero Coaching](#). Through his practice he zones in on every area of his clients' lives, encouraging their commitment to change and in return guarantees an improvement to their quality of life. Tim worked in the music management industry for 15 years, before making the move into personal performance coaching. He is currently working with a Hollywood Director, a popular singer and a Marketing CEO.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).