



FOR IMMEDIATE RELEASE

American Red Cross
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News Release
NEWS RELEASE

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FOR MEDIA ONLY

”Holiday Mail for Heroes” to Deliver One Million Greetings to Service Members and Families

HYANNIS, Mass., November 4, 2009— As part of a national campaign, the American Red Cross, Cape Cod and Islands Chapter is participating in a “Holiday Mail for Heroes” card drive. The American Red Cross and Pitney Bowes Inc. are teaming up to send holiday cards to members of the military and their families in the United States and around the world. From Monday, November 2 until Monday, December 7, the public is invited to send holiday cards with their message of thanks and cheer to a special post office box.

The Red Cross and Pitney Bowes will then screen cards for hazardous materials, sort and package the cards, and deliver them to military bases, veteran’s hospitals and military hospitals during the holidays. “Holiday Mail for Heroes” continues the Red Cross tradition of service to the armed forces. Last year, 1.4 million cards were distributed.

Sending just one card is all it takes to make a difference by spreading holiday cheer and thanks to one of our nation’s heroes. There are currently 1.4 million active duty U.S. military men and women serving in our country and abroad. In addition, there are 24 million veterans in the U.S.

Holiday cards should be addressed and sent to:

Holiday Mail for Heroes, P.O. Box 5456, Capitol Heights, MD 20791-5456

Please be sure to affix adequate postage. Keep the salutation generic, such as: *Dear Service member or Veteran*. Do not include personal information and please do not send letters. If you’d like to send more than one card, please bundle them and mail them in a package. Cards must be received no later than December 8th (postmarked December 7th). Cards received after this date will be returned to senders. To help speed the sorting process and delivery of cards and notes before the holidays, please refrain from sending “care packages,” monetary gifts, using glitter or including any other inserts.

In order to make cards more meaningful to a wide variety of recipients, those sending cards are highly encouraged to use “*Dear Service Member or Veteran*” rather than specific language. We encourage the public to send holiday-neutral cards rather than religious-themed cards. For a full list of recommended guidelines and best practices, please visit Redcross.org/holidaymail. Cards are also available to print out from the website, along with messages from Red Cross National Celebrity Amy Grant.

The American Red Cross is a charitable organization - not a government agency - and depends on volunteers and the generosity of the American public to perform its humanitarian mission. For more information about the Cape Cod and Islands Chapter, visit the web site: cciredcross.org or call toll-free (508) 775-1540. You can also write to: American Red Cross, Cape Cod and Islands Chapter, 286 South Street, Hyannis MA 02601.

Pitney Bowes is a mail stream technology company, that helps organizations manage the flow of information, mail, documents and packages. Its employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920. More information is available at www.pb.com.