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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., October 17, 2010** — As part of a national campaign, the American Red Cross, Cape Cod and Islands Chapter is participating in a “Holiday Mail for Heroes” 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. Until Friday, December 10, 2010, 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 and military hospitals and veterans during the holidays.

Last year, the effort garnered over a million cards for wounded service men and women. “Holiday Mail For Heroes” continues the Red Cross tradition of service to the armed forces. The “Holiday Mail for Heroes YouTube” playlist features videos capturing last year’s successes.

*“This year, with the opening of the Military and Family Resource Center on the Massachusetts Military Reservation, we are right here on Cape Cod, helping to provide care and assistance to service members, their families and Veterans,”* said Glen Beasley, Chapter Executive.

*“This is a way for every member of the public to lift the spirits of military members, their families and veterans during this holiday season. Last year, at our Chapter, we spent all afternoon with a group of veterans, volunteers and Scouts sorting through about 4,000 cards. You should have seen the cheer on the faces of the people when we started delivering them... It was overwhelming.”*

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. Cards must be received no later than December 10. 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.

For a full list of recommended guidelines and best practices, please visit [Redcross.org/holidaymail](http://Redcross.org/holidaymail). Cards are also available to print out from the website, along with messages from Red Cross National Celebrity Cabinet Members Dr. Phil McGraw and Nancy O’Dell, co-anchor of Access Hollywood.

*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 volunteering to support the military, volunteering or training at the Cape Cod and Islands Chapter, visit the web site: [cciredcross.org](http://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 36,000 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](http://www.pb.com).*