



POSTAL NEWS

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Postal Service recognizes Small Business Owners **Winners in “Real People, Real Success” contest announced**

WASHINGTON – Twenty-one small business owners, winners in a national contest sponsored by the U.S. Postal Service, will be recognized in their local communities in the coming weeks for their entrepreneurship. This fall over 5,000 small business owners participated in the contest, called “Real People, Real Success”, that asked small business postal customers to describe in 125 words or less how using Postal Service products helped them in their businesses.

In addition, this summer the small business owners will be featured in Postal Service advertising displayed in more than 20,000 Post Offices across the United States.

“Small businesses play a critical role in the American economy, and the Postal Service has the products and services to help make them successful, said Anita Bizzotto, Chief Marketing Officer for the Postal Service. “What better way to draw attention to the opportunities of using mail than by letting small business owners speak for themselves,” said Bizzotto?

Grand prize winner Barbara Granneman of Indianapolis, IN, a piano teacher used direct mail to build her student base to over 300 students in five years; and First prize winners, teenagers Elise and Evan Macmillan – co-founders of The Chocolate Farm in Denver, CO – use Express Mail and Priority Mail to deliver their custom-made chocolates. The entire list of winners and their entries can be viewed on the USPS Web site at www.usps.com/realsuccess.

Additional prizes include, a guest appearance on the national PBS show *Small Business School*, online learning subscriptions to the *Small Business School* Web site, computer equipment office packages from IBM, 4,000 piece direct mailings from Zairmail, one-year mailing list subscriptions from ThinkDirectMarketing.com and gift cards provided by OPEN: The Small Business Network from American Express.

Postal Service products and services that meet small business owners’ needs in targeting and attracting new customers, shipping customer orders and building customer loyalty can be found on the Postal Service’s Web site at www.usps.com.