



POSTAL NEWS

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Postal Service Introduces Cartoon Characters to Warn Children to “Stay Away from the Truck” *TV Public Service Spot Helps Kids Stay Safe this Summer*

WASHINGTON, DC — The Postal Service eagle is coming to life in full-action animation this summer to warn young children to stay away from postal delivery vehicles. The eagle, Franklin, and his sidekick bird friend Benny, are featured in a public service announcement (PSA) being sent to more than 500 television stations nationwide this week to help prevent injuries and deaths caused when children get too close to delivery vehicles.

“Our drivers are trained to watch out for children. We hope this new campaign will raise awareness among children and parents that children should never approach our vehicles that are making deliveries,” said Deborah Giannoni-Jackson, vice president, Employee Resource Management. “This message is especially timely during the summer months when children are not in school and more likely to be playing outside.”

The 30-second PSA features fast-paced humorous action to make children and parents aware of how important it is to always “stay away from the truck.” It is part of a broader child awareness safety program from the Postal Service and two of its unions, the National Association of Letter Carriers and the National Rural Letter Carrier’s Association.

The safety campaign targets pre-kindergarten through second-grade school children and includes a longer animated video and other materials to use in a school setting. Additional information on the school materials will be available in August.

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Please Note: A broadcast-quality version of the 30-second public service announcement can be downloaded at www.usps.com/news.

An independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services, not tax dollars, to pay for operating expenses. The Postal Service has annual revenue of \$75 billion and delivers nearly half the world’s mail.