



POSTAL NEWS

FOR IMMEDIATE RELEASE
April 2, 2003

Contact: Media Relations
202-268-2155
www.usps.com

TOUCH, FEEL, KEEP; MAIL CELEBRATED DURING NATIONAL CARD AND LETTER WRITING MONTH

April Card and Letter Writing Campaign Ends May 11 With Mother's Day

WASHINGTON – Spring is a time of hope and renewal, and the U.S. Postal Service has a message to everyone who needs to reinvigorate relationships or rekindle romance: "Touch them with a letter they can feel — and keep."

April is National Card and Letter Writing Month. To mark this special time of creative correspondence and the friendly exchange of passionate, poignant prose, the Postal Service is extending this popular campaign by carrying it over into May, culminating with the writing and sending of cards and letters for Mother's Day, May 11.

"National Card and Letter Writing Month is an opportunity for all Americans to rediscover the timeless and very personal art of letter writing," said Postmaster General John E. Potter. "Both in times of peace and conflict, cards and letters are the most effective way to share and permanently record our thoughts, prayers, hopes and dreams."

Since the beginning of recorded history, famous people, from Moses to Martin Luther King Jr., have written letters that helped shape the destinies of entire nations. By putting their thoughts on paper, some of the most powerful figures of all time created memoirs that not only have withstood the test of time but also serve as guidelines for today's youth.

This month, post offices across the country will be sponsoring a variety of projects with local libraries and schools to promote literacy while teaching students about the lasting importance of written correspondence.

Teachers may be interested in developing lessons on letter writing that also discuss the historical significance of many of the people, places and things honored on U.S. commemorative postage stamps. Background information on current stamps can be found in the Collector's Corner at the Postal Store at www.usps.com/shop or at the American Philatelic Society's Web site at www.stamps.org.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency that visits 137 million homes and businesses every day, it is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.