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News Release
NEWS RELEASE

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

American Red Cross, Pitney Bowes to Screen, Sort, Deliver Cards Before Holidays

Colorado Springs, CO, November 14, 2008— 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 Tuesday, November 11 until Wednesday, December 10, 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.

Last year, the effort garnered more than 600,000 cards for wounded service men and women. With the expansion of the program the Red Cross and Pitney Bowes hope to collect more than one million cards and holiday greetings. “Holiday Mail For Heroes” continues the Red Cross tradition of service to the armed forces.

“From the front lines to the home front, for more than 125 years, the American Red Cross has provided care and assistance to service members, their families and Veterans,” said Jaici Williams, Volunteer and Emergency Services Director, Pikes Peak Chapter. “This is way for every member of the public to lift the spirits of military members, their families and veterans during this holiday season. It’s as easy as signing your name.”

Locally, the Pikes Peak Chapter of the American Red Cross assists in the delivery of emergency messaging to service men and women overseas, provides educational briefings to the community based military regarding Red Cross services available to deploying service members and their families and has recently started hosting a monthly counseling service that provides free group and individual sessions.

“Pitney Bowes is proud to be working with the American Red Cross again to help Americans extend their well wishes and gratitude to the heroes who serve and protect our country,” said Jon Love, President of Pitney Bowes Government Solutions. “Last year’s program was a huge success and we look forward to working with the public to reach even more wounded service members and their families this holiday season to show appreciation and support.”

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, mailers are encouraged to **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**. 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.

About the American Red Cross:

The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The 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, please visit www.redcross.org or join our blog at www.redcrosschat.org

About Pitney Bowes Inc.:

Pitney Bowes is a mailstream technology company that helps organizations manage the flow of information, mail, documents and packages. Our 36,000 employees deliver technology, service and innovation to more than two million customers worldwide. The company was founded in 1920 and annual revenues now total \$6.4 billion. More information is available at www.pb.com.