



**American
Red Cross**

Heart of Tennessee Chapter



FOR IMMEDIATE RELEASE

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News Release
NEWS RELEASE

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Heart of Tennessee Chapter and Pitney Bowes Invite Public to Send a “Touch of Home” to Service Members, Veterans and Family Members this Holiday Season

“Holiday Mail for Heroes” to Deliver Greetings to U.S. Military Members and Veterans

MURFREESBORO, Tenn., November 9, 2010 -For a fourth year, the American Red Cross and Pitney Bowes Inc. are teaming up to deliver holiday cards to service members, their families and veterans, many of whom will be far from home this holiday season. The *Holiday Mail for Heroes* program provides Americans with the opportunity to send holiday greetings and a note of thanks to our men and women of the U.S. Armed Forces. The Heart of Tennessee Chapter is encouraging local families to commemorate Veterans Day this year by sending a card to a soldier to thank them for their service to our country.

Between now and December 10, the public is invited to send a “touch of home” through holiday cards that contain messages of cheer and appreciation. The Red Cross and Pitney Bowes will then screen cards for hazardous materials, sort and package the cards, and deliver them to military bases and hospitals, veteran’s hospitals and other locations during the holidays. Pitney Bowes is providing all screening, packaging and shipping at no charge. The Red Cross will utilize hundreds of volunteers to sort and box cards for delivery to service men and women, veterans and family members in November and December.

“Sending a greeting card is a small effort that makes a big impact for our American heroes during the holiday season,” said **Beth Ferguson, Development Director for the Heart of Tennessee Chapter**. “The American Red Cross serves and supports members of the military, veterans, and their families by providing emergency communications, comfort and assistance each day. The Holiday Mail for Heroes program continues the Red Cross tradition of service to the armed forces”

Last year, with the help of Pitney Bowes, hundreds of volunteers screened, sorted and packaged cards that were delivered to military bases, veteran and military hospitals across the U.S. and around the world.

“Few can truly understand the tremendous sacrifice that our military personnel and their families make every single day on the nation’s behalf,” said Vicki O’Meara, senior vice president and president of Pitney Bowes Management Services and government & regulatory affairs. “Now more than ever, it is important for all Americans to seize the opportunity to say ‘thank you.’ We are thrilled to join with the American Red Cross to help make that happen.

Holiday cards should be addressed and sent to:

Holiday Mail for Heroes
P.O. Box 5456
Capitol Heights, MD 20791-5456

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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. For reasons of processing and safety, participants are asked to refrain from sending “care packages,” monetary gifts, using glitter or including any inserts with the cards.

Visit redcross.org/holidaymail for a full list of recommended guidelines and best practices on the Holiday Mail for Heroes program.

Additional ways to become involved with the campaign include connecting with fellow card senders through Facebook at www.facebook.com/redcross and Twitter at www.twitter.com/redcross using the hashtag #holidaymail.

Visit www.midtnredcross.org to learn more about Heart of Tennessee Chapter Service to the Armed Forces.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; 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 mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

About Pitney Bowes:

Celebrating its 90th year of innovation, Pitney Bowes provides [software](#), [hardware](#) and [services](#) that integrate physical and digital communications channels. Long known for making its customers more productive, Pitney Bowes is increasingly helping other companies grow their business. Pitney Bowes is a \$5.6 billion company and employs 33,000 worldwide. Pitney Bowes: Every connection is a new opportunity™. www.pb.com

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