



## POSTAL NEWS

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### U.S. Postal Service Offers 'Everyday Heroes' Greeting Cards *Send A Salute Through the Mail*

WASHINGTON — Using “Everyday Cards for Everyday Heroes,” Americans can express gratitude to their own everyday heroes by sending personal messages in keepsake greeting cards.

Patriotic imagery featured on the cards is suitable for heroes from all walks of life — firefighters, police officers, teachers, volunteers and emergency medical technicians. U.S. Postal Service [employees](#) may also be described as everyday heroes, with nearly 350 employees recognized last year for life-saving works in the line of duty.

Ideal for expressing gratitude, the card collection offers six different designs, crafted with patriotic symbols and heartfelt expressions sure to make both the sender and recipient proud. Available at select Post Offices nationwide, “Everyday Cards for Everyday Heroes” at just \$2.95 each provide an affordable way to send a salute through the mail.

USPS Channel Access Vice President [Kelly Sigmon](#) notes that two dates in the weeks ahead are particularly suited to honor Everyday Heroes. Sigmon says the National Day of Service and Remembrance (Sept. 11) and Veteran’s Day (Nov. 11) offer all Americans a first-class opportunity to say, “thank you” with a greeting card. “Everyday Cards for Everyday Heroes are perfect for expressing how grateful we are to all the heroes we sometimes forget to acknowledge,” Sigmon added. “A beautiful card, with a patriotic stamp, sends a powerful message of appreciation.”

Choosing “Everyday Cards for Everyday Heroes” makes creating a memory with the mail quick and easy.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

For reporters interested in speaking with a regional Postal Service public relations professional, please go to <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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