



## POSTAL NEWS

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### Give Mom What She Wants

*Survey says 94 percent of moms prefer handwritten cards, letters delivered by mail for Mother's Day*



WASHINGTON — In a world consumed by text messaging, email and to-the-point telephone calls, receiving a card or letter in the mail is a heartfelt tradition that never goes out of style. A recent survey conducted by the U.S. Postal Service revealed that 94 percent of moms find a handwritten card delivered by mail more meaningful than emails or small gifts for Mother's Day.

"Mothers deserve the perfect handwritten card or letter — especially on Mother's Day and as the survey confirms, moms everywhere value personalized mail to mark this very special day," said Susan McGowan, Executive Director, Stamp Services and Corporate Licensing. "I encourage all of us to give the special mother or grandmother in our lives a tangible treasure that can be cherished for years to come: a handwritten card or letter."

McGowan urges consumers to finish their letter with the loving touch of the [Sealed with Love](#) stamp. Now in its 40th year of the series, the current Love stamp is designed by graphic artist Louise Fili of New York City and art director Derry Noyes of Washington, DC. It features a modern take on romance of a bygone era with wax-sealed love letters. Depicting an envelope fastened with an elegant wax seal, the Sealed with Love Forever Stamp encourages Americans to scribe their own love letters — a romantic gesture that never goes out of style.

Mother's Day is Sunday, May 12, 2013. [Click here](#) to find Mother's Day collectibles and products. Greetings cards are available at select Post Office locations.

To view and purchase the limited-edition Forever Love stamps, visit [usps.com/stamps](http://usps.com/stamps). Many stamps are also available at 800-STAMP24 (800-782-6724) and Post Offices nationwide. To learn more about limited edition stamps, visit [facebook.com/USPSStamps](https://www.facebook.com/USPSStamps) or follow us on Twitter [@USPStamps](https://twitter.com/USPStamps).

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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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation: 152 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 more than 31,000 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 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fourth Most Trusted Business in the nation by the Ponemon Institute.

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