



Join the *Holiday Mail for Heroes* campaign with the American Red Cross of Northeast Indiana!

What is it?

- *Holiday Mail for Heroes* is a nationwide effort by the American Red Cross (with the support of Pitney Bowes mail stream services) that engages and encourages the American public to send a “touch of home” during the holiday season to members of the U.S. Armed Forces, veterans, and their families.
- All cards will be sent to American Red Cross National Headquarters in Washington, D.C. for sorting and distribution to local Red Cross chapters across the country and world who will in turn personally distribute the cards to military personnel

Why?

- One holiday card is all that it takes to make a difference in the life of the 2 million active duty and reserve military men and women serving in our country and abroad
- In addition, there are 24 million veterans in the U.S.
- The American Red Cross provides our Armed Forces with emergency communication services, financial assistance, family notification of fallen soldiers, confidential counseling, guidance, information, referrals, and more

How can you get involved?

- Mobilize your organization, co-workers, family, friends, and neighbors to get involved by sending cards to the national P.O. box address (below) for distribution
- Please **DO**: address cards to “Dear Service Member, Family or Veteran,” (refraining from specific wording such as “Dear Soldier”) and use holiday-neutral cards
- Please **DO NOT**: include monetary gifts, glitter, letters or any other inserts
- Note: if sending multiple cards in one large envelope, it is **not** necessary to include each card in its own individual envelope

Where and when?

- Cards may be sent to *Holiday Mail for Heroes, P.O. Box 5456, Capitol Heights, MD 20791-5456* (please do **not** send cards to the Northeast Indiana Red Cross chapter)
- Cards will be accepted at the P.O. box address from September 3 – December 10, 2010 (cards postmarked after December 10 cannot be guaranteed for delivery)

Who else is involved?

- Media
- Local organizations, businesses, schools, etc.

How can you find out more?

- Visit redcrossofnei.org
- Stay connected via Facebook and Twitter
- Contact Amaal Phillips at (260) 484.9336 x 265 for more information

American Red Cross: providing emergency communication for military families for over 100 years.