



# POSTAL NEWS

FOR IMMEDIATE RELEASE

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## **TRI-STATE COLLEGE STUDENTS VIE FOR 'BEST P.R. CAMPAIGN' TITLE IN POSTAL SERVICE CONTEST**

*Creative ideas and stiff competition expected in final round of 'P.R. Professional Experience'*

**April 26, 2006** (New York, NY) – It's going to be a close race, as several Tri-State college juniors and seniors contend for bragging rights and top prizes in the final round of the Postal Service's new public relations contest, ['The P.R. Professional Experience.'](#)

Teams from six area universities will demonstrate their P.R. campaigns on **May 15** at 11:00AM at the NYC Postal Headquarters, James A. Farley Building, 380 W. 33rd Street (between 7th and 8th Avenues) New York NY 10199.

Students from **Dowling College** (New York), **Fairleigh Dickinson** (New Jersey), **Montclair State University** (New Jersey), **New York University** (New York), **Quinnipiac University** (Connecticut), and **SUNY at New Paltz** (New York) will present their ideas on how to best promote the online postal products NetPost® ([www.usps.com/netpost](http://www.usps.com/netpost)), Click-N-Ship® ([www.usps.com/clicknship](http://www.usps.com/clicknship)) and Direct Mail ([www.usps.com/directmail](http://www.usps.com/directmail)) to 18-30 year-olds.

A Grand Prize worth over \$2500 will go to the team with the most creative and feasible campaign. Each member of the winning team will receive prizes sponsored by **Microsoft**, **JetBlue Airways** and **Travelpro**, including an Xbox 360™ a roundtrip flight to anywhere JetBlue Airways flies and a set of Travelpro luggage. The Grand Prize-winning team will also get the chance to have their campaign featured in a future Postal Service Public Relations promotion.

"The Postal Service is thrilled to have such reputable schools participate in the P.R. Professional Experience," says Monica Hand, manager of public affairs and communications for the Postal Service. "This challenge will really determine who the P.R. superstars of tomorrow are. We look forward to seeing all of the creative ideas that these teams present."

**WHAT:** P.R. Professional Experience Awards Ceremony

**WHEN:** Monday, May 15, 2006

**WHERE:** James A. Farley Building, 380 W. 33rd Street (between 7th and 8th Avenues) New York 10199

**TIME:** 11:00 AM

**For press RSVP, email Saptosa Foster at [saptosa@135stagency.com](mailto:saptosa@135stagency.com) or call (404) 909-6493.**

For more information on the P.R. Professional Experience and Official Rules, log on to [www.usps.com/communications/prpe](http://www.usps.com/communications/prpe).

## **ABOUT THE U.S. POSTAL SERVICE**

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 142 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$69 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 46 percent of the world's mail volume-some 206 billion letters, advertisements, periodicals and packages a year-and serves seven million customers each day at its 37,000 retail locations nationwide.



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## TRI-STATE UNIVERSITIES MAKE HISTORY AS FIRST SEMI-FINALISTS IN GROUND-BREAKING U.S. POSTAL SERVICE CONTEST

*Six schools make the semi-finals cut as they compete for “Best P.R. Campaign” title*

**April 3, 2006** (New York, NY) – The race is on to see which college in the Tri-State can devise the best public relations campaign for the **U.S. Postal Service**, and so far, six area teams have made the semi-finals cut; **Dowling College** (New York), **Fairleigh Dickinson** (New Jersey), **Montclair State University** (New Jersey), **New York University** (New York), **Quinnipiac University** (Connecticut), and **SUNY at New Paltz** (New York).

It's the “**P.R. Professional Experience Contest**,” a ground-breaking college challenge sponsored by the Postal Service to find innovative ways to promote their online products NetPost® ([www.usps.com/netpost](http://www.usps.com/netpost)), Click-N-Ship® ([www.usps.com/clicknship](http://www.usps.com/clicknship)) and Direct Mail ([www.usps.com/directmail](http://www.usps.com/directmail)) to that ever-finicky 18-30 year-old demographic.



Over \$2500 in prizes are up for grabs as these teams compete to see who can devise the best public relations campaign for the Postal Service's online products NetPost® ([www.usps.com/netpost](http://www.usps.com/netpost)), Click-N-Ship® ([www.usps.com/clicknship](http://www.usps.com/clicknship)) and Direct Mail ([www.usps.com/directmail](http://www.usps.com/directmail)). The semi-finalists will submit a full-scale P.R. campaign by April 10 to be judged by a panel of seasoned public relations professionals, who will decide which teams will advance to the Finals Round. Finalist teams will present their campaigns during an awards ceremony in May.

Each member of the Grand Prize-winning team will receive prizes sponsored by **Microsoft**, **JetBlue Airways** and **Travelpro**, including an Xbox 360™ and a trip anywhere JetBlue flies. The Grand Prize-winning team will also get the chance to have their campaign featured in a future Postal Service Public Relations promotion.

“The Postal Service is thrilled to have such reputable schools participate in the P.R. Professional Experience,” says Monica Hand, manager of public affairs and communications for the Postal Service. “This challenge will really determine who the P.R. superstars of tomorrow are. We look forward to seeing all of the creative ideas that these teams present.”



For more information and Official Rules, log on to [www.usps.com/communications/prpe](http://www.usps.com/communications/prpe).



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## U.S. POSTAL SERVICE CHALLENGES COLLEGE STUDENTS WITH 'P.R. PROFESSIONAL EXPERIENCE'

*Postal Service Launches College Contest to Promote NetPost®, Click-N-Ship® and Direct Mail*

**February 3, 2006** (New York, NY) – **The U.S. Postal Service** is proud to announce the launch of the “**P.R. Professional Experience**,” ([www.usps.com/communications/prpe](http://www.usps.com/communications/prpe)) a contest in which student teams from colleges and universities in New York, New Jersey and Connecticut compete to see who can devise the best public relations campaign for the Postal Service’s online products NetPost® ([www.usps.com/netpost](http://www.usps.com/netpost)), Click-N-Ship® ([www.usps.com/clicknship](http://www.usps.com/clicknship)) and Direct Mail ([www.usps.com/directmail](http://www.usps.com/directmail)).



The Postal Service is looking for the Public Relations executives of tomorrow by stimulating creative ideas from students majoring in Communications, Public Relations, Advertising, Marketing, Public Affairs, Broadcasting, Journalism or English.

Participating students could win over \$2500 in prizes sponsored by **Microsoft**, **JetBlue Airways** and **Travel Pro**, and the chance to have their

Grand Prize winning campaign featured in a future Postal Service Public Relations promotion.

Tri-state student teams have until **February 15** to send in their Participation Forms. A one-page synopsis of the team’s proposed PR campaign must be postmarked by March 1, 2006 and received by March 6, 2006. Entries will be narrowed down to sixteen semi-finalist teams, who will each develop and submit a public relations campaign that targets 18 to 34 year-olds. Those teams will be narrowed down to six finalists, who will present their campaigns to a panel of celebrity judges at an awards ceremony in May.

**Prizes include Xbox 360’s and a trip to anywhere JetBlue flies.**

For Official Rules, log on to [www.usps.com/communications/prpe](http://www.usps.com/communications/prpe).



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