



POSTAL NEWS

FOR IMMEDIATE RELEASE

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U.S. POSTAL SERVICE JOINED HARLEM WEEK **IN SALUTING HISTORICALLY BLACK** **COLLEGES & UNIVERSITIES**

Postal Service displayed products, services and employment opportunities at annual reception

August 18, 2005 (New York, NY) – The U.S. Postal Service was proud to join HARLEM WEEK, Inc in recognizing the achievements of Historically Black Colleges and Universities (HBCU) at the annual **Tri-State Historic Black College Reunion Reception on Thursday, August 18** at the Sheraton NY Hotel & Towers. This invitation-only event honored several college presidents and alumni for their excellence in preserving the educational standards and rich legacies of HBCUs.

In addition to celebrating the accomplishments of black college institutions, the Postal Service hosted a Postal Service table featuring demos of online products and services and information about career opportunities. A long-time advocate of workplace diversity, the Postal Service sees tremendous value in investing in African-American college students who use the mail for their personal and business needs.

“The Postal Service's original charter is to bind the nation together,” says Monica Hand, Postal Service manager of public affairs and communications. “It is a commitment we take seriously. We value the diversity within and outside the Postal Service. It has helped us build an organization that is strong and resilient -- one that is dedicated to its employees, its customers and the many communities we serve.”

Not only can the Postal Service's online products and services help college students and professionals manage their busy schedules, but there are numerous business and career opportunities at the Postal Service that students and entrepreneurs can take advantage of. Here's why:

- For five years in a row, the Postal Service has been named by *Fortune* magazine as one of the 50 Best Companies for Minorities, with minorities comprising 59 percent of its new hires and 24 percent of its 50 top-paid positions.
- For 2005, the Postal Service produced better-than-expected First Quarter results with a significant increase in mail volume and net income of \$1.7 billion.
- Mail is still a viable method of communication. A recent study found that 70 percent of consumers find mail more personal than the Internet.
- The Postal Service is a great resource for businesses to reach their consumers through direct mail marketing. Research shows that:
 - Mail gets marketing messages immediately into the hands of consumers who are eager to see what's in their mail
 - 98% of consumers bring in their mail the day it's delivered, and of these, 72% bring it in as soon as possible; 77% of consumers sort through their mail immediately.
 - Consumers spend an average of 30 minutes reading their mail on any occasion, with 45 minutes spent reading magazines, 30 minutes with catalogs and 25 minutes with Direct Mail.
- The Postal Service recently launched the Small Business Marketing Council whose aim is to help the nation's 20 million small businesses grow and prosper through the use of mail as a business and marketing vehicle. Founding members of the Small Business Marketing Council include the National Black Chamber of Commerce, the U.S. Hispanic Chamber of Commerce, the U.S. Pan Asian American Chamber of Commerce, and the National Association of Women Business Owners.

For more information on how the U.S. Postal Service can serve you, log on to www.usps.com.

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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