



Nashville Area Chapter of the Red Cross

2011 Holiday Mail for Heroes - Engagement Brief

Program Overview:

From October 3rd through December 9th, the Nashville Area Chapter of the Red Cross will be inviting the public to send a “touch of home” through holiday cards that contain messages of cheer and appreciation.

Signed holiday greetings will need to be mailed to:

Holiday Mail for Heroes

PO Box 5456

Capitol Heights, MD 20791

The Red Cross and Pitney Bowes will then screen cards for hazardous materials, sort and package the cards, and deliver them to military bases and hospitals, veteran’s hospitals and other locations during the holidays. Pitney Bowes is providing all screening, packaging and shipping at no charge.

The Nashville Area Red Cross, as part of a national Red Cross initiative, will be engaging community volunteers to sort and box cards for delivery to service men and women, veterans and family members during the week before Christmas.

In addition to the general program engagement, the Nashville Area Chapter has confirmed several key components to this year’s activities. They include:

- +** Outreach efforts to engage local community partners and schools in both card signing and collection efforts will be led by our Service to the Armed Forces program throughout the campaign period.
- +** The Nashville Area Tiffany Circle will be hosting three card signing parties at area country clubs (Belle Meade, Hillwood and Richland) November 27th from 11am – 3pm.
- +** A community card sorting party will be held at the Nashville Area Chapter of the Red Cross on December 21st
- +** A distribution caravan will be organized and led by our Service to the Armed Forces program the week of December 21st, hand delivering holiday greetings to our local service members and veterans across our service area

For more information, please contact Amy Kerr at 250-4266 or via email at kerra@nashvilleredcross.org.