



XEROX

Let's Say Thanks Fact Sheet

To show the country's appreciation to the hundreds of thousands of troops stationed overseas, Xerox Corporation has developed a nationwide program aimed at saying "thank you" to our troops. Through the Let's Say Thanks program, postcards designed by children from across the country are available at www.LetsSayThanks.com for people to select their favorite and write a personalized message to troops. Xerox prints the cards on its paper and equipment, and mails them in care packages to deployed troops through military support organization Give2TheTroops®.

Meaning of Mail to the Troops

- Receiving letters from all across the country was one of the greatest things that happened to me during deployment. It truly amazed me that a total stranger took the time to write me. The smiles that came from soldiers who seldom received mail were priceless. Packages that came from an organization that I had never heard of brought a smile from within, not because I got something, but because I knew somebody appreciated me. **CPL Larry Kessler, B Co 3 BSTB, deployed to Afghanistan**
- I am also the mail clerk for my section and I can tell you that every one of my soldiers are touched in some way when they receive a package from someone they don't know. It's the thought of a total stranger that would make time to write a letter or send a movie or even food to a soldier overseas that really makes our job worth every day we spend over here. Knowing that people back home have not forgotten us and do everything they can to contribute to a soldier in some way makes me proud. I can say for everyone here that it makes us proud to serve our country when we have people back home to support what we do. **SPC Eric Shackelford, 149th BCT, U.S. Army, deployed to Iraq**
- Give2TheTroops (care packages) provided essential comforts that paved the way as a morale booster and a motivational tool in showing my soldiers that their work and their mission's accomplishments did not go unnoticed. **1LT William David Spruill, TF 1-37 AR, Medical Platoon Leader, deployed to Iraq**



- During "mail call" we received dozens of letters, cards and boxes from people back in the States – people who we did not know personally. Reading the well wishes, thank you notes, and blessings, along with opening boxes filled with goodies, snacks, games, and toiletry items made us feel like children opening presents on Christmas morning. **SFC Ronald G. Townsend, U.S. Army, just home from Iraq**





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Xerox and Let's Say Thanks

"Let's Say Thanks" started with two on-site card drives. One held in Atlanta in December 2005 and the second in Phoenix at the FBR Open in February 2006. More than 10,000 postcards were mailed through these local events. Because of the overwhelming response, Xerox rolled out a national campaign, in conjunction with the Fourth of July holiday, which included the launch of www.LetsSayThanks.com.



- The Web address for the national program is www.LetsSayThanks.com. In three easy steps visitors can send a message of support to the troops:
 1. Select a favorite postcard design, drawn by U.S. children, ages 6-14.
 2. Enter your personal message.
 3. Click "submit."
- www.LetsSayThanks.com features postcard designs from children across the country to choose from. The postcards, depicting patriotic scenes and hometown images, were selected from hundreds of entries to appear on our site.
- Visitors can easily choose from 10 pre-written messages or elect to write their own personalized message.
- Xerox works with partner Give2TheTroops, a non-profit organization formed to support the physical, moral and spiritual health of America's armed forces in combat zones around the world through the letters and packages prepared and shipped by volunteers, to deliver the cards to the troops.



Behind the Scenes: Xerox Technology

Social responsibility has been ingrained in the Xerox culture since its earliest days as a company. The Let's Say Thanks program provides one more outlet for the company to deliver value to the community and support the men and women stationed overseas.

- The postcards are produced using variable data printing capabilities of the Xerox iGen3 Digital Production Press. Xerox has worked with Premier Printing Partners, Mercury Print Productions, ColorCentric Corporation, SouthData, Inc., Quantum Direct and Xerographics to print the cards.
- XMPie is the variable data printing software utilized to print the postcards. XMPie enables cross-media, personalized marketing programs. These programs combine communication outlets such as digitally printed direct mail, the Web, e-mail and other methods to reach customers with customized marketing materials that are relevant to the individual recipient and generate higher response rates.
- The postcards are printed on Xerox 80# Cover Elite Gloss card stock.

For more information on how your company can get involved, please contact Carl Langsenkamp at 585-423-5782 or carl.langsenkamp@xerox.com.

