



www.affordablemailalliance.org

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Crunch Time: Affordable Mail Alliance Releases First Print Ad

Just 19 Days to Stop Postal Rate Hikes

Washington, DC – The Affordable Mail Alliance – a coalition of more than one thousand non-profits, Fortune 500 companies, small businesses, major trade associations, consumer groups, and citizens representing the vast majority of the mail sent in the United States – today continued its high-profile campaign with a [print advertisement](#) asking the Postal Regulatory Commission (PRC) to reject the Postal Service’s demand to increase rates by close to ten times the rate of inflation.

“The Postal Regulatory Commission has only nineteen days left to reject this massive rate and in this print ad we’re asking them to do the right thing,” said Jerry Cerasale, Affordable Mail Alliance Spokesperson and Senior Vice President of Government Affairs for the Direct Marketing Association. “Our membership of over 1,000 organizations and individuals is doing everything in their power to get the message across that a rate increase would be bad for business, bad for the economy, bad for jobs and bad for the Postal Service itself.”

The Affordable Mail Alliance ad – running today in Roll Call – is a call to action to the PRC to send the Postal Service’s rate increase “back to sender.”

“Over 1,000 non-profits, local newspapers, successful companies and small business from across the country have a reason for joining the Alliance,” said Cerasale. “They know this unproductive and unlawful rate increase simply will not help the Postal Service and will hurt our economy and jobs.”

More on the Affordable Mail Alliance

The Affordable Mail Alliance is an unprecedented coalition of postal customers who have come together to say “enough is enough” – no more postal rate hikes. The coalition includes charities, consumer groups, small business, national retailers, utilities, banks, insurance companies, Fortune 500 companies, and the customers who use the Post Office every day. The members represent many of the Postal

Service's biggest customers—and many of its smallest—and use every major class of mail. It is this cross-section of America that will suffer if USPS raises rates. For further information, please visit www.affordablemailalliance.org or contact Jessica McCreight at jmccreight@skdknick.com or (202) 464-6900.

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