

Posti and war veteran associations organizing popular card campaign again

17-10-2022

Posti and the war veteran associations are organizing a card campaign for the eighth time. The campaign provides all Finns with the opportunity to bring joy to our war veterans and war-time women.

“The card campaign is a valued tradition for us. For the generation of veterans, letters and cards are a familiar way of staying in touch. With this in mind, we want our campaign to show our veterans, our war-time women and former Lotta women and girls how highly they are regarded by Finns for what they did for our independent Finland,” says Sami Määttä, responsible for domestic consumer letter services.

The card campaign started on Monday, October 17, and cards can be sent until November 10. Posti will deliver the cards to the veterans and war-time women by Independence Day. There are about 3,500 veterans remaining in Finland as well as approximately 10,000 war-time women, 1,000 Lotta women and 4,000 Lotta girls.

The purpose of the campaign is to bring relief to the loneliness of the men and women of our wars, joy to Independence Day and a warm spirit in anticipation of Christmas.

“The number of veterans and women of our wars is currently decreasing rapidly. After all, each of the veterans is over 90 years old. Now is a good moment to thank and send warmth to those who gave us an independent Finland”, emphasizes Pia Mikkonen, of the Sotiemme Veteraanit (Our War Veterans) and Sotiemme Naiset (The Women of our Wars) collection.

“We especially encourage young people to participate in this card campaign. The central mission of our foundation is to support young people to grow into bearers of social responsibility and to understand the importance of the war generation to our free country. A postcard makes you happy, respects and thanks, and relieves loneliness long after it arrives”, says Susan Mykrä, Lotta Svärd Foundation.

Cards can be sent by private individuals, school classes, communities as well as companies.

Source: [Posti](#)