



The Posti and war veteran associations of Finland card campaign popular again

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Posti and the war veteran associations of Finland organized a card campaign for the eighth time, in which the veterans and women of our wars and Lotta women were commemorated with a postcard.

Approximately 30,000 cards were sent in the campaign this year. The delivery of the cards started at the end of November and the cards will reach their destination by Independence Day.

The purpose of the card campaign was to remind Finns of the importance of staying in touch and to give them the opportunity to express their gratitude to veterans, our war-time women and former Lotta women and girls for their efforts to preserve Finland's independence.

"I would like to thank everyone who sent a card. For the generation of veterans, letters and cards are the most familiar way of communicating. The elderly may feel lonely and may not have access to digital means of communication," says Sami Määttä, Director of Domestic Consumer Letter Services from Posti.

"There are only about 3,000 veterans and 9,500 spouses or widows of veterans in

Finland. We are grateful to everyone who remembers them again this year with warm Independence Day postcard greetings," says Pia Mikkonen, Head of Fundraising of the Veterans of the Sotiemme Veteraanit (Our War Veterans) and Sotiemme Naiset (The Women of our Wars) collection.

"The large number of cards sent indicates that there are a lot of people who care among us. I'm very happy to know that. A warm thank you to everyone who sent a card," says Susan Mykrä from the Lotta Svärd Foundation.

Mail carriers will deliver the cards to veterans, our war-time women and former Lotta women and girls according to the address information provided by Finland's War Veteran Association (Suomen Sotaveteraaniliitto), the Disabled War Veterans Association of Finland (Sotainvalidien Veljesliitto), Veteran Soldiers (Rintamaveteraaniliitto), the Aid Society and Relatives of the Fallen (Kaatuneitten Omaisten liitto) and the Lotta Svärd Foundation.



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