

FOR IMMEDIATE RELEASE

Martin's Super Markets to coordinate Military Mail Call project

SOUTH BEND, IN/September 10, 2009/Martin's Super Markets/ -- Martin's Super Markets, headquartered in South Bend, Indiana, will act as coordinating partner of the new Military Mail Call project.

Martin's is donating tens of thousands of cards to the effort, which encourages citizens of all ages to write a supportive note or letter to United States Armed Forces troops stationed overseas.

Military Mail Call is an initiative of two area organizations: Camouflage Kids and Blue Star Mothers. Camouflage Kids, founded by Jeff Nix, is dedicated to supporting the children of our service men and women. Blue Star Mothers is an organization whose membership has a son or daughter serving in one of the armed forces branches.

Card blanks have already been distributed to area schools, church groups and various social and service organizations. Blank cards will continue to be available as supplies lasts.

"So far, the response has been overwhelmingly positive," according to Dave Mayfield, Martin's Advertising Manager and acting project coordinator. "We've had nearly 100 per cent participation from groups including schools, churches and service organizations. To make it as simple as possible for anyone who wishes to send a positive message to our overseas troops, Martin's is not only providing the blank cards, but also collecting completed cards for delivery, too."

Each Martin's store will have a collection box marked for Military Mail Call messages. Letter writers are encouraged to complete and turn in as many cards as they wish, with a deadline of October 15. Only supplied cards are guaranteed for delivery, as postal regulations restrict the mailing of packages and other materials to overseas troops.

Organizations wishing to receive card blanks are encouraged to contact Mayfield at (574) 239-1864 or via email at dmayfield@martins-supermarkets.com. A limited number of blank cards will be available at each Martin's store as well.

In addition to the in-store collection boxes, completed letters may also be sent in bulk to Martin's Super Markets, P. O. Box 2706, South Bend, IN 46680. In some cases, arrangements can be made for pick up from participating organizations.

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

Contact: Dave Mayfield, advertising manager, (574) 239-1864 or dmayfield@martins-supermarkets.com

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