

Three ways we're building our business

Dear Colleagues,

By keeping safety at the forefront of everything we do these past few months, we've been able to serve Canadians and renew their trust in Canada Post. It's important we continue to do so, while also building our business and supporting the many businesses that rely on us. That's why I'm excited to share three new initiatives that will roll out shortly.

The first is our **"Write here. Write now."** campaign to increase the use of Lettermail by re-engaging Canadians in letter-writing. Relationships are more important than ever now, so we're investing in helping people stay connected. Personal letters stand out as thoughtful gestures: When we write a letter or card, we give more of ourselves. So our campaign will encourage Canadians to take action by writing cards and letters and sending them to the important people in their lives. We'll use Facebook, Instagram and canadapost.ca/writenow to launch touching videos and reminders throughout the campaign. Please check them out and tell your friends and family about this campaign.

The second is our **2020 Great Holiday Buys catalogue**. It's full of special holiday offers from our top e-commerce customers. Last year's version was a great success but this year's is even bigger, with 140 new brands and 213 retailers participating. It'll be online, too, at canadapost.ca/greatbuys. The printed catalogue will reach more than 750,000 frequent online shoppers across Canada – and every employee. This will help to grow our customers' businesses, and ours. Check out the offers – you're bound to find something to help with your holiday shopping. We're getting the catalogue out early to help people shop early, too, which will help with our parcels capacity challenges during peak season.

The third initiative will help Canada's small businesses when they need it most. In addition to the Think Small program to support small businesses, we're again offering our Solutions for Small Business members **Free Shipping Tuesdays**. They can send one free Expedited Parcel every Tuesday in October – and arrange for one free on-demand pickup. This is the fifth year we've made this offer, with more small businesses signing up for our Solutions for Small Business program every time we run it.

Thank you for everything you do to positively represent Canada Post to your customers and your friends, family and other loved ones every day.

As always, make it safe and make it home and keep wellness in mind.

