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Can a website help save the Post Office?

• One website offers cards that keep mailing personal greetings to under \$1.

Batavia, Ill., Sept. 12, 2010 (*The Religion Wire™*) — Earlier this month *The New York Times* (*NY Times*, 09-04-11, "Postal Service Is Nearing Default as Losses Mount") highlighted the bleak future of the U.S. Post Office. The postal service is facing a default of \$5.5 billion later this month.

Postal mail volume has plummeted in recent years with the rise of email and other Internet services. One Internet website, www.LowCostGreetingCards.com, is trying to help customers rethink their usage of the postal service.

The new start-up website offers nearly 60 box sets of 10 or 12-count and numerous bundles in larger quantities. The cards include traditional birthday, sympathy, get well, friendship, anniversary, all-occasion, inspirational, and also a Hispanic line. The cost per card with shipping is \$0.55 and lower.

The cards are American manufactured by Fantus Paper Products of Chicago.

"This online card shoppe," notes John Ross of LowCostGreetingCards.com, "is based on the premise that individuals need a source of low-cost greeting cards to mail and give a personal touch to friends and family. Now with a total cost of under \$1, including 1st-class postage, you can mail a quality-printed card without spending the usual \$2 - \$5.

"I do believe," adds Mr. Ross, "that the high cost of greetings cards is a contributing factor to the decline of the U.S. Post Office volume."

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