

## Celebrating the posts

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IPC and its members also decided to mark this day. Together with 14 of its members throughout Europe and North America, IPC produced four short videos on different aspects of today's postal industry. The videos will be published jointly by the participating posts on 9 October through social networks, postal newsletters and magazines – in some countries they will even be shown in post offices.

The four videos focus on topics important to the postal industry: sustainability, innovation, e-commerce and proximity to the society.

The videos will highlight how posts adapt to current challenges and how posts respond to consumers needs. Videos will also show why the postal industry is showing the example in sustainability and how it supports local communities and social cohesion.

Moreover, for the first time, five European posts and IPC will simultaneously launch the #ilovemypost social media challenge. Social media users will be invited to show their attachment to the post by publishing an original picture related to the post – hugging a postal worker or a mailbox, taking a picture with a letter or a parcel, etc. – and to publish

it on any social network with the hashtag #ilovemypost. The posts participating in the challenge are Swiss Post (CH), Le Groupe La Poste (FR), POST Luxembourg (LU), Correos (ES) and PostNL (NL).

All #ilovemypost publications will be gathered through a [social wall online](#).

The best pictures will be rewarded by participating posts.

Happy World Post Day!



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