

A MILLION THANKS!

NEWS RELEASE

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LEADER PAPER PRODUCTS TO DISTRIBUTE ONE MILLION THANK YOU CARDS FOR ESSENTIAL WORKERS

Leader launches A Million Thanks! to encourage appreciation for those on the frontlines

Milwaukee, Wis. — May 13, 2020 — Leader Paper Products, a leading supplier of premium envelopes and other specialty paper products, has launched a community campaign, called “A Million Thanks!” As part of the initiative, the 119-year-old Milwaukee-based company designed and produced one million thank you cards to be given to those on the COVID-19 frontlines.

Leader Paper Products will donate the thank you cards in sets of four to its employees, customers, vendors, partners and community members who wish to thank doctors, nurses, caregivers, police officers, first responders, teachers, truck drivers, grocers, postal workers, and all other essential workers.

Contact-free community pick-up on May 23

There’s never been a better time to thank someone. Community members are invited to visit Leader Paper Products in Walker’s Point (901 S 5th St) on Saturday, May 23 from 9 am–noon to pick-up a free set of four thank you cards to give to essential workers. To ensure the safety of Leader Paper Products volunteers and community members, this event will be held outside and pick-up will be as contact-free as possible. All volunteers will wear masks and gloves, and six feet social distancing parameters will be followed.

“We wanted to do something special to show our appreciation for essential workers during this time,” said Steve Hipp, Leader Paper Products CEO. “By distributing 250,000 free sets of cards, the A Million Thanks! campaign will literally give one million thanks to these everyday heroes.”

A graphic designer at Leader Paper Products, Tuc Krueger of Bay View, created 16 different thank you images for the front of the cards, and workers spent several weeks packaging the cards. The total retail value is approximately \$1.2 million.

The one million cards are ready for distribution, and Leader Paper Products asks that any businesses looking to order mass quantities to give to frontline workers, email amillionthanks@leaderpaper.com or complete the thank you card request form on www.leaderpaper.com. Those interested can also call the main office at 414-645-5760.

About Leader Paper Products

Leader Paper Products, established in 1901, is a specialty paper converter, specializing in premium grade stationery, announcement and envelope products. The Milwaukee-based company stocks more than 100 paper grades from numerous fine paper mills located throughout the world. For more information, visit leaderpaper.com.

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