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EXECUTIVE BOARD MEMBERS AND GENERAL**

MEMBERSHIP.

January 21, 2021

Celebrating 60 Years of the PCC 1961 - 2021

As we begin 2021, the National PCC Program Office is pleased to celebrate the 60th anniversary of the PCC and announce a special tagline to commemorate the occasion.

Mail Users Councils, renamed Postal Customer Councils (PCCs) in 1971, were first established in 1961 in 300 large cities. The councils' initial focus was to improve mail service by encouraging postal customers to deposit mail earlier in the day or in staggered increments, to avoid delays in mail processing. Later, the councils served as open channels of communication for local business and postal executives to exchange ideas and information, from best mailing practices, to solving local challenges. Through the years, PCCs have evolved to promote and maintain a strong partnership between Postal and Industry through meetings, educational programs, mailer clinics and seminars.

To celebrate the PCC's 60th anniversary, the PCC Advisory Committee, Marketing and Communication Sub-Committee worked with the National PCC Program Office and USPS Brand team to create the official 60th anniversary tagline, "**Celebrating 60 Years of the PCC.**" We encourage PCCs to use this tagline throughout this year in your communication material to highlight the 60 years of PCC success; however, as specified in our style guidelines we ask you NOT to place the tagline near the PCC logo. This would alter the logo which is not approved.

In addition, keep an eye out as we relive major milestones and conduct interviews with previous members who had a major impact on the PCC.

We look forward to sharing all things PCC with you.

Get Connected and Grow!

Industry Engagement and Outreach, Marketing

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