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**BRINGING THANK YOU BACK – NATIONAL THANK YOU DAY  
CELEBRATES EVERYDAY ACTS OF KINDNESS**  
*Celebrity Etiquette Expert, Peggy Post, to Present One Good-Doer  
with a \$20,000 Thank You*

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CHICAGO (June 30, 2008)—The second annual National Thank You Day will again feature a contest to search for one small deed that deserves one big thank you. Sponsored by merci<sup>®</sup> Finest Assortment of European Chocolates in collaboration with the Emily Post Institute, the National Thank You Day Contest hopes to encourage people to remember and recognize the everyday acts of kindness shown to us by asking people to nominate someone whose good deed has gone a long way to help or inspire them.

One grand prize winner will be awarded a thank you prize personally selected by his or her nominator with a value up to \$20,000. Peggy Post, etiquette expert and best-selling author for the Emily Post Institute and spokesperson for National Thank You Day, will present the grand prize winner with his or her thank you in person on National Thank You Day, Monday, September 22, 2008.

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“Participating in National Thank You Day is a great way to show gratitude and acknowledge an act of kindness,” says Peggy Post. “I encourage everyone to nominate someone whose kind deed has made a difference. By doing so, you’ll experience the importance of the everyday ‘thank you’ – and how this simple expression of appreciation goes a long way toward making our world a kinder place.”

To enter someone in the contest, nominators are asked to submit an essay up to 150 words about who they would like to nominate and why, and to suggest the ultimate thank you gift valued up to \$20,000. The grand prize winner will be selected by Peggy Post, among other judges.

One-hundred first prize winners will receive an autographed copy of Post’s latest book, *Excuse Me But I Was Next... The Top 100 Manners Dilemmas* and a box of merci Finest Assortment of European Chocolates. Details and entry forms are available at [www.nationalthankyouday.com](http://www.nationalthankyouday.com); the contest begins July 1, 2008 and ends August 15, 2008.

Last year, nearly 12,000 nominations were entered, with the grand prize winner, JoAnn Miller of Woodbury, NJ, receiving a donation to her personal mission to feed the homeless in her area and a guest appearance on the Rachael Ray show.

“We all have people around us who do little things like helping us with paperwork or babysitting our kids or even just making a peanut butter sandwich – that really mean a lot in the scheme of things,” said Mary Lebeau who nominated grand prize winner, Miller. “That’s why I was so interested in National Thank You Day. It was a reminder to me that giving thanks to those who make the extra effort is important.”

National Thank You Day is held annually on the last Monday of September\* and was inspired by the findings of a survey\*\* conducted by merci and The Emily Post Institute that found that while 87.3 percent of Americans said they are bothered when people don’t say thank you, 90.2 percent feel that they don’t say thank you enough. The survey also found that saying please, thank you and you’re welcome are the most important common good manners Americans need to observe more, followed by practicing patience and politeness while waiting in lines.

*\*In recognition of Rosh Hashanah, National Thank You Day 2008 will be held on the second to last Monday in September.*

*\*\*Impulse Research Corporation conducted the Thank You Survey in June 2007 for merci Finest Assortment of European Chocolates in collaboration with the Emily Post Institute through an online survey of a random sample of 1,088 men and women, ages 35 to 54 with an overall sampling error rate of +/- 3 percent.*

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#### **About merci® Finest Assortment of European Chocolates**

merci Finest Assortment of European Chocolates is manufactured by STORCK, a German-based company founded more than 100 years ago. Recognized as a top gift-giving chocolate in Europe, merci was officially introduced to the United States in 2005 featuring an assortment of seven varieties of rich, delicious European chocolates packaged in a unique white, red and gold box. merci is available in over 70 countries and sold in leading US retail outlets, including Target, Walgreens, and Wal-Mart Supercenters for a suggested retail price of \$5.99 for an 8.8 ounce box. Also makers of Werther's Original® Hard Candies, Werther's Original® Chewy Caramels, RIESEN®, Toffifay®, Mamba®, and Milkfuls®, STORCK's U.S. headquarters is in Chicago, Ill. For more information, visit [storck.us](http://storck.us).

#### **About Peggy Post**

Peggy Post is the country's foremost etiquette expert and best-selling author of more than one dozen etiquette books. The great-granddaughter-in-law of Emily Post, she is a spokesperson and author for the Emily Post Institute. Among her best-selling books are "*Excuse Me, But I Was Next*," (2006), "*Emily Post's Wedding Etiquette, fifth edition*" (2005), the 17<sup>th</sup> edition of "*Emily Post's Etiquette*" (2004), "*The Etiquette Advantage in Business*" (2005), "*The Guide to Good Manners for Kids*" (2004) and "*The Gift of Good Manners*" (2002). Post has appeared on The Oprah Winfrey Show, CNN, Dr. Phil, Live with Regis & Kelly and NBC's "*The Today Show*," among others, and writes monthly columns in *Good Housekeeping* and *Parents* magazines. She is a ThinkSmart columnist for *USA Weekend* magazine and she also serves as the wedding etiquette expert for *InStyle Weddings* and *WeddingChannel.com*.

#### **Note to Editor:**

Interviews are available with:

- Peggy Post, Emily Post Institute
- JoAnn Miller, grand prize winner of National Thank You Day 2007
- Mary Lebeau, nominator of grand prize winner of National Thank You Day 2007

High resolution digital photos of merci and related contest images, and a complete copy of the Thank You Day Survey are available upon request