



COUNTY ROAD ASSOCIATION OF MICHIGAN

417 SEYMOUR - SUITE ONE - LANSING, MI 48933

TELEPHONE 517.482.1189 - FAX 517.482.1253

PRESS RELEASE

For Immediate Release
October 12, 2012

Contact: Monica Ware, APR
Phone: 517-482-1189, ext. 417

Sh-Sh-Shake Your Mailbox

October 20 is the 4th Annual Shake Your Mailbox Day in Michigan

Lansing, Mich. – Giving your mailbox a thorough shaking can save you from headaches this winter.

Michigan's county road agencies have joined together in asking residents to prepare for winter by shaking their mailbox.

"Many homeowners have started the practice of changing batteries in smoke detectors and filters in furnaces when clocks are changed for daylight savings time," CRAM director, John Niemela said. "In the same manner, Shake Your Mailbox Day is designed to get the public involved in proactive mailbox maintenance."

In most instances where mailboxes are damaged during winter snow removal operations, the snow plow doesn't actually hit the mailbox. The force of snow thrown from the roadway is enough to knock down a loose mailbox. Damage to these posts and receptacles can often be prevented by proper routine maintenance.

"Taking time to tighten screws and secure mail receptacles now can prevent serious headaches later," Niemela said. "Give your mailbox a good shaking. If the mailbox moves when shaken, the mailbox and/or post may not withstand standard snow removal operations and should be repaired or replaced prior to the onset of winter."

This is also a good time to replace loose hinges on the mailbox door and to replace or add reflective house numbers to allow postal workers and emergency responders to easily find your home.

Gov. Rick Snyder officially proclaimed Saturday, October 20, to be the 4th Annual Shake Your Mailbox Day in Michigan. Shake Your Mailbox Day started in 2008 as the innovative idea of one county road commission frustrated by residents' complaints of damaged mailboxes. The County Road Association of Michigan and the United States Postal Service joined forces in 2009 for a statewide campaign.

CRAM represents the interests of Michigan's 83 county road agencies that collectively maintain more than 75 percent of Michigan roads- more than 90,000 miles- the fourth largest local road system in the nation.

###

Local Roads Matter: to schools; to business; to emergency response times; to seniors; to health care; to families; to agriculture; to tourism; to revitalization; to the economy; and **to every Michigan resident!**