

TAIWAN LETTER WRITING DAY

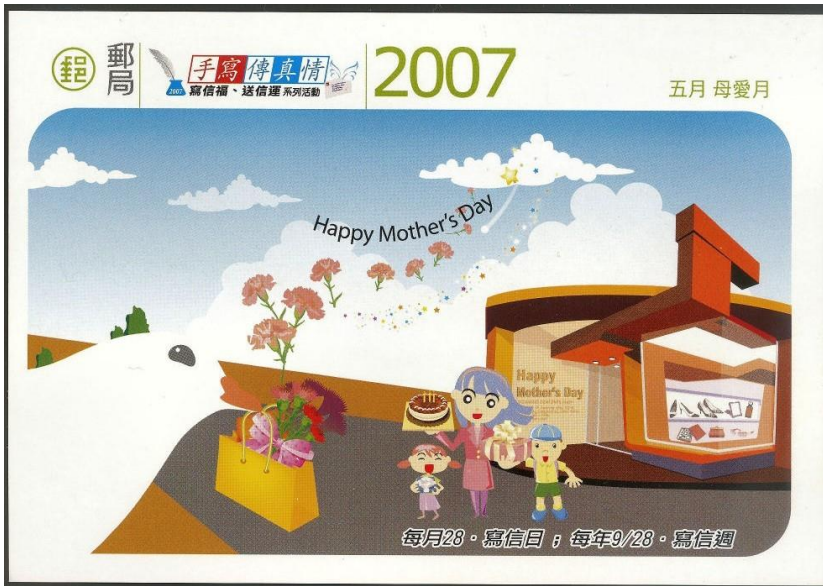
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Many places have seen a decline in the writing of personal letters, primarily due to the extensive use of the internet for correspondence. It was decided by the Post Office in Taiwan to start a campaign to emphasize the advantages of letter writing. This emphasis consisted of the release of a postcard each month, with the appropriate ceremony and publicity. The campaign extended from January until September (the letter writing month).

There were a total of nine separate postcards issued as follows:

Figure	Subject	Quantity	Date of Issue	
1	Hope	1,000	January 28, 2007	
2	Valentine Day	1,000	February 28, 2007	
3	Friendship	1,700	March 28, 2007	
4	Children	7,000	April 28, 2007	
5	Mothers Day	1,000	May 28, 2007	
6	Wishing Luck on Entrance Exams	2,000	June 28, 2007	College
7	Travel/Tourism	2,000	July 28, 2007	
8	Fathers Day	1,000	August 28, 2007	
9	Letter Writing Month	3,000	September 28, 2007	







In the two were issued. the first issued 28, quantity with 500 out each the same

The

Fig. 11 on

28, 2007 in a quantity of 2,500. It was expected the ceremony to wind up the campaign would be well attended.

9 addition to postcards, envelopes also Fig. 10 is envelope on January 2007, total of 4,500 to be given month at time as the postcard. second envelope, was issued September

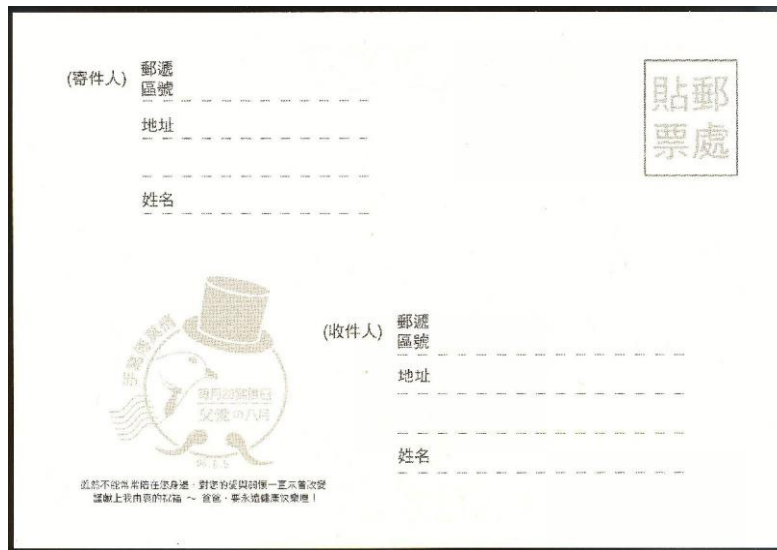


10

11

Fig. 12 is the reverse of the post card, they varied somewhat, but basically the same format. It should be noted that postcards 1-8 was the same size _ 6.5 x 4.5 inches. The last postcard

measures 5.95 x 4.25 inches. The first envelope measures 6.75 x 4.75 inches, the second 6.25 x 4.25 inches.



12

During the final ceremony on September 28, 2007 a special book commemorating the campaign was issued. See figure 13 for the front. It is hard bound and also comes in a stiff folder. Each of the postcards is shown, with pictures from each ceremony. Also included in the book is the complete sheet of the Sending Feelings stamp, Fig. 15 and the first day cover Fig. 16. There were also included four letter sheets as follows:

- | | | |
|---------|--------|-------------|
| Fig. 17 | Spring | Light Green |
| Fig. 18 | Summer | Light Blue |
| Fig. 19 | Autumn | Rose |
| Fig. 20 | Winter | Dark Blue |



13



19 20



21

The size folded is 6.35 x 4.50 inches, with the unusual design of the flap shown in figure 21. None of the letter sheets have the usual Yu emblem of the post office, so if found separately there is no way to associate them as an official issue. All of the postcards have the Yu in the upper left corner on the front. The book itself was issued in a quantity of only 928 copies!

All of these items were given away free to commemorate the event each month and were not available for sale through the Philatelic Department. Consequently, those with a new issue account did NOT receive any of the items. I would suspect that very few of the cards or envelopes were postally used!