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To: – Union member countries
– The Restricted Unions
(for information)
– The Regional Project
Coordinators

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Subject: 39th International Letter-Writing Competition for Young People 2010

Dear Sir/Madam,

I am writing to inform you about the 2010 International Letter-Writing Competition for Young People.

The competition, which was created by the 1969 Tokyo Congress and officially launched in 1971, is now in its 39th year. I urge all UPU member countries – both those that have supported the competition in the past and those that have never participated – to seriously consider taking part. I believe it is an excellent way of making young people aware of the important role postal services play in our societies, as well as fostering an appreciation of the art of letter-writing.

The theme chosen for the 2010 competition is: "Write a letter to someone to explain why it is important to talk about AIDS and to protect yourself against the disease".

This theme continues the important work of awareness-raising begun in post offices through the HIV prevention campaign we are conducting in conjunction with the Joint United Nations Programme on HIV/AIDS (UNAIDS), the World Health Organization and UNI Global Union.

It is now almost thirty years since the acquired immunodeficiency virus (AIDS) was discovered, and a cure has still not been found; prevention remains the best protection. There are 7,400 new cases of infection each day, and 33 million people are now living with HIV/AIDS. Furthermore, 45% of newly-infected people are aged between 15 and 24. UNAIDS therefore believes it is essential to raise awareness among young people, who have a lot of questions to ask about the disease and the challenges it presents.

/ Please find enclosed the rules of the competition (Annex 1) and the entry form (Annex 2), which must be
/ enclosed with your entry. In addition, to help teachers discuss the topic with their students, we have
/ prepared the enclosed information sheet, which provides information and additional resources concerning
the competition theme. If you decide to take part in the competition, we urge you to distribute this sheet to
schools and teaching staff. The electronic version is available on our website:

(www.upu.int/letter_writing/en/index.shtml).

By participating in this competition, you will be promoting literacy, highlighting its links with the postal service, and strengthening your commitment to this cause. Furthermore, you will be contributing to the UN

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Millennium Development Goal of checking the spread of HIV/AIDS and starting to reverse the current trend by 2015.

If you would like the International Bureau to approach your country's Ministry of Education to obtain its cooperation, please let us know, giving us the full name and address of the relevant ministerial department.

The best letter from each country must be submitted **no later than 30 April 2010**, and I urge all member countries to make a special effort to respect this deadline.

For more information about the competition, please consult the enclosed competition rules or visit the UPU website (www.upu.int/letter_writing/en/index.shtml).

I look forward to receiving your country's entry for the 2010 International Letter-Writing Competition for Young People.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Edouard Dayan', written over a rectangular box.

Edouard Dayan
Director General