

Carrier appears in Super Bowl ad

With 108.4 million viewers, the 2013 Super Bowl again proved to be among the most-watched television broadcasts. For many viewers, the football game can be less interesting than watching the clever and over-the-top commercials advertisers save to premiere during both the pregame and the game broadcast. A commercial with that kind of exposure is an amazing opportunity for an actor, though for letter carrier and part-time actor/model Lorenzo Hudson, it just meant combining his two professions.

The ad for the Postal Service shows the Long Island Merged Branch 6000 member delivering and picking up packages, while promoting USPS to small businesses. "I work for 47 different companies. Well, technically, I work for one. That company, the United States Postal Service, works for thousands of home businesses," he said in the ad.

"My customers are going to flip out when they see the commercial," Hudson said. "They understand that a carrier like me can do all of these services for them."

The Great Neck carrier is a Screen Actors Guild member and has appeared in other advertisements.

"It was an awesome experience being in this commercial," he said. "I love my job as a mail carrier and presenting the Postal Service in a positive manner and promoting business was a great opportunity."

You can view the ad online at nalc.org/PostalFacts/01302013_chief.html. **PR**



Lorenzo Hudson
Great Neck, NY

Late member's son thanks NALC

A thoughtful young man sent his thanks to NALC Headquarters recently. Dylan Cannon is the son of Christine Jones, a St. Louis Branch 343 letter carrier who was struck by lightning and killed on her route in 2010. Delegates to the 2010 national convention in Anaheim "passed the hat" to donate money to support Jones' family. Dylan's note is a welcome reminder of how letter carriers support each other. **PR**



Dylan Cannon

