

FOR IMMEDIATE RELEASE:

Contact Information:

Will Hanke

will@techlh.com

Phone: 314.496.8665

Worldwide Prank Continues to Mystify Parents

Arnold, MO – Web designer Will Hanke started the prank on his own mom. Thousands of pieces of mail and seven months later she found out about the gig. Since then, three other moms around the country have found out about it, but that's all. Now Jerry, a dad with cancer living in Terre Haute Indiana is wondering about all the postcards and odd items he receives in the mail.

Hanke's prank, dubbed The Postcard Project, started in November of 2003. Since then, the project has attracted thousands of pranksters from all around the globe. The project's website (postcardsformom.com) averages 40-80 thousand hits a month.

"It's a great way to encourage someone. Everyone knows that getting mail is exciting", Hanke says.

The premise of the prank is simple – send an unsuspecting person (usually a mom) a postcard – or two, or three. No need explaining how you know the 'victim'.

Jerry in Terre Haute is Hanke's latest victim. Jerry's daughter Dana stumbled across the prank in 2004. Her dad, diagnosed with cancer, needed a pick-me-up, so she contacted Hanke. Soon, people from around the country were mailing Jerry cards of encouragement.

Dana and her sister Linda update the site regularly, giving out tidbits of information that the pranksters add to their correspondence, helping keep Jerry on his toes.

Jerry will probably know soon, and it will be his turn to pass on the torch. Who will be the next victim? It might be you.

For more information, see <http://www.postcardsformom.com>