

Contact: Denise O'Handley  
847-424-1200 or denise@wkprchicago.com

## Chicago deemed Nation's Most Thankful City in Thanks Across America contest

---

*merci® Chocolates and the Emily Post Institute  
congratulates most thankful city on National Thank You Day*

**CHICAGO, Ill. (September 22, 2008)** –Peggy Post, etiquette expert and best-selling author for the Emily Post Institute, announced today that Chicago, Illinois was named the nation's most thankful city in the Thanks Across America contest. The Midwestern destination posted 22% of the electronic entries during a seven day contest-within-a-contest that helped mark the 2<sup>nd</sup> annual National Thank You Day, held Monday, September 22. The second runner up, with 17% of the entries, was Dallas, Texas.

“This contest gave us another way to emphasize the importance and power of the words ‘thank you,’” said Peggy Post, etiquette expert and best-selling author for the Emily Post Institute. “We encourage all community members to reach out and thank someone special, today and everyday,” she added.

Other top 10 city finalists include: St. Paul, MN: 6%; Cincinnati, OH, 5%; Charleston, SC, 5%; Newark, NJ, 4%; San Antonio, TX, 3%; and Raleigh, NC, Los Angeles, CA, Tulsa, OK, New York City, NY, and Springfield, IL each with 2%.

Sponsored by merci Finest Assortment of European Chocolates in collaboration with The Emily Post Institute, National Thank You Day was created to encourage people to remember and recognize the everyday acts of kindness shown to them. To learn more information, visit [www.nationalthankyouday.com](http://www.nationalthankyouday.com). National Thank You Day 2009 will be celebrated on Monday, September 21st.

**###**

National Thank You Day is held annually on the last Monday of September\* and was inspired by the findings of a survey\*\* conducted by merci and The Emily Post Institute that found that while 87.3 percent of Americans said they are bothered when people don't say thank you, 90.2 percent feel that they don't say thank you enough. The survey also found that saying please, thank you and you're welcome are the most important common good manners Americans need to observe more, followed by practicing patience and politeness while waiting in lines.

*\*In recognition of Yom Kippur, National Thank You Day 2009 will be held on the second to last Monday in September. \*\*Impulse Research Corporation conducted the Thank You Survey in June 2007 for merci Finest Assortment of European Chocolates in collaboration with the Emily Post Institute through an online survey of a random sample of 1,088 men and women, ages 35 to 54 with an overall sampling error rate of +/- 3 percent.*