

FOR IMMEDIATE RELEASE
May 6, 2004

Contact: Media Relations
202-268-2155
Stamp News Release No. 04-028
www.usps.com

**NATIONAL WORLD WAR II MEMORIAL POSTAGE STAMP
TO HONOR THOSE WHO SERVED**

WASHINGTON -- The achievements and ideals of the men and women who served in the armed forces of the United States during World War II will be the focus of attention May 29 in Washington, DC, when the U.S. Postal Service issues a postage stamp depicting the National World War II Memorial. The issuance will take place at the memorial site just prior to the official dedication ceremony, sponsored by the American Battle Monuments Commission (ABMC). The stamp will be available at Post Offices nationwide the same day.



“The thousands of dedicated employees who carry the mail salute the millions of Americans who defended our nation,” said Postmaster General John Potter, who will dedicate the stamp. “This stamp will recognize and pay tribute to the men and women—from the front lines to the home front—who worked to preserve the freedom of our great nation during World War II.”

Scheduled to join Potter at this national first-day-of-issue stamp dedication ceremony is World War II veteran and Vice Chairman of the U.S. Postal Service Board of Governors John Walsh.

The stamp image features a computer-generated design by stamp artist Tom Engeman depicting the National World War II Memorial in Washington, DC. The memorial itself was designed by Providence, RI, architect Friedrich St. Florian. The stamp image highlights one of two 43-foot memorial arches and shows a section of a curving row of 56 pillars, each representing one of the states, territories and District of Columbia that comprised the U.S. in the World War II era.

“This commemorative stamp, like the memorial itself, is a beautiful tribute to the service and sacrifice of America’s World War II generation,” said ABMC Secretary Maj. Gen. John Herrling, USA (ret). “We all are looking forward to greeting tens of thousands of World War II veterans and their families at the dedication celebration.”

To see the National World War II Memorial stamp and other images from the 2004 Commemorative Stamp Program, visit the Postal Service website and view this news release at www.usps.com/shop. Click on Release Schedule in the Collector’s Corner.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free phone order at 1-800-STAMP-24. A wide selection of stamps and other philatelic items also are available at the Postal Store at www.usps.com/shop. Beautifully framed prints of original stamp art for delivery straight to the home or office are available at www.postalartgallery.com.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to about 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume — some 202 billion letters, advertisements, periodicals and packages a year — and serves seven million customers each day at its 38,000 retail locations nationwide.

Issue:	<i>National World War II Memorial</i>
Item Number:	456200
Denomination & Type of Issue:	37-cent commemorative
Format:	Pane of 20 (1 design)
Series:	N/A
Issue Date & City:	May 29, 2004, Washington, DC 20066
Designer:	Howard E. Paine, Delaplane, VA
Engraver:	N/A
Artist:	Tom Engeman, Brunswick, MD
Art Director:	Howard E. Paine, Delaplane, VA
Typographer:	Howard E. Paine, Delaplane, VA
Modeler:	Joseph Sheeran
Manufacturing Process:	Offset with Srambled Indicia® (USA Flag)
Printer:	Ashton Potter (USA) Ltd.
Printed at:	Williamsville, NY
Press Type:	Stevens Varisize Security Press, A76 Modified
Stamps per Pane:	20
Print Quantity:	96.4 million stamps
Paper Type:	Prephosphored, Phosphor 175 PMU
Adhesive Type:	Pressure-sensitive
Processed at:	Ashton Potter (USA) Ltd.
Colors:	Black, Cyan, Magenta, Yellow
Stamp Orientation:	Horizontal
Image Area (w x h):	1.4 x 0.84 in./35.56 x 21.336 mm
Overall Size (w x h):	1.56 x 0.99 in./39.625 x 25.146 mm
Full Pane Size (w x h):	7.135 x 5.9 in./181.229 x 149.86 mm
Plate Size:	180 stamps per revolution
Plate Numbers:	"P" followed by four (4) single digits
Marginal Markings:	© 2003 USPS • Price • Plate numbers in four corners Plate position diagram • Barcodes in four corners on back
Catalog Item Number(s):	456220 Block of 4 — \$1.48 456230 Block of 10 — \$3.70 456240 Full Pane of 20 — \$7.40 456261 First Day Cover — \$0.75 456293 Full Pane w/First Day Cover — \$8.15

How to Order the First Day of Issue Postmark

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local Post Office, by telephone at 800-STAMP-24, and at the Postal Store Web site at www.usps.com/shop. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

NATIONAL WORLD WAR II MEMORIAL COMMEMORATIVE STAMP
POSTMASTER
WWII FIRST DAY OF ISSUE
900 BRENTWOOD ROAD NE
WASHINGTON DC 20066-9998

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by June 28, 2004.

How to Order the First Day Covers

Stamp Fulfillment Services also offers first day covers for new stamp issues and Postal Service stationery items postmarked with the official first day of issue cancellation. Each item has an individual catalog number and is offered in the quarterly *USA Philatelic* catalog. Customers may request a free catalog by telephoning 800-STAMP-24 or writing to:

INFORMATION FULFILLMENT
DEPT 6270
US POSTAL SERVICE
PO BOX 219014
KANSAS CITY MO 64121-9014

First day covers remain on sale for at least one year after the stamp's issuance.