

FOR IMMEDIATE RELEASE  
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Contact: Community Relations  
202-268-4924  
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www.usps.com

**LOVE BOUQUET STAMP PERFECT WAY TO SEND LOVE**  
**U.S. Postal Service will dedicate 2005 Love Stamp in Atlanta**

WASHINGTON – A hand extending a bouquet of colorful spring flowers, symbolic of the warmth, hope and happiness of love and friendship, appears on the U.S. Postal Service 2005 Love stamp to be dedicated during the American Philatelic Society's AmeriStamp Expo, the largest winter gathering of stamp collectors in the nation. The stamp dedication will take place at a noon ceremony Feb. 18, at the Cobb Galleria Center, Two Galleria Parkway, Atlanta, GA.

"Nothing says 'love' like this gorgeous miniature work of art," said David Failor, executive director, Stamp Services. "When sending these beautiful Love Bouquet stamps on birth announcements, wedding invitations and Mother's Day cards, people are adding a special touch to their expressions of Love."

To highlight this artwork as a collectable, the Postal Service is offering First-Day Digital color postmarks designed by Love Bouquet stamp art director Derry Noyes for just \$1.50. The First-Day Digital color postmark has the first-day-of-issuance date containing an image that relates to the stamp design with the words "FIRST DAY OF ISSUE." *Note:* First Day Digital color postmarks are not available on customer-submitted covers.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free phone order at 1-800-STAMP-24. A selection of stamps and other philatelic items are also available at the online Postal Store at [www.usps.com/shop](http://www.usps.com/shop). In addition, beautifully custom-framed prints of original stamp art are available at [www.postalartgallery.com](http://www.postalartgallery.com).

The Postal Service issued its first stamp in the Love series in 1973, with an 8-cent stamp. Over the years, new concepts of love have appeared on American postage stamps. For the 2005 Love stamp, Artist Vivienne Flesher used chalk pastels to create a design on a cheery yellow-gold background showing a hand offering a bouquet of colorful spring flowers. Derry Noyes was the art director.



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 more than 142 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 \$69 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 46 percent of the world's mail volume—some 206 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 37,000 retail locations nationwide.

## TECHNICAL DETAILS

Issue: *Love Bouquet*

Item Number: 673600

Denomination & Type of Issue: 37-cent Special

Format: Convertible booklet of 20 (1 design)

Series: *Love*

Issue Date & City: February 18, Atlanta, GA 30304

Designer: Derry Noyes, Washington, DC

Engraver: Southern Graphics Systems

Art Director: Derry Noyes, Washington, DC

Typographer: Derry Noyes, Washington, DC

Artist: Vivienne Flesher, San Francisco, CA

Modeler: Avery Dennison, SPD

Manufacturing Process: Gravure

Printer: Avery Dennison (AVR)

Printed at: AVR, Clinton, SC

Press Type: Dia Nippon Kiko (DNK)

Stamps per Booklet: 20

Print Quantity: 1.5 billion stamps

Paper Type: Prephosphored, Type II

Adhesive Type: Pressure-Sensitive

Processed at: AVR, Clinton, SC

Colors: Yellow, Magenta, Cyan, Black

Stamp Orientation: Vertical

Image Area (w x h): 0.770 x 1.050 in./19.558 x 26.67mm

Overall Size (w x h): 0.910 x 1.190 in./23.114 x 30.226 mm

Booklet Size (w x h): 4.55 x 5.00 in./115.57 x 127.0 mm

Plate Size: 420 stamps per revolution

Plate Numbers: "V" followed by four (4) single digits

Marginal Markings: "Ó 2004 USPS" · Plate numbers · "Peel here to fold"

Catalog Item Number(s): 673640 Love Bouquet (Flowers) PSA Convertible Book of 20 — \$7.40

673661 First Day Cover — \$0.75

673665 Digital Color Postmark Cover — \$1.50

673699 Cancellation Keepsake (1 BK w/Digital Color Postmark)

— \$8.90

### 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](http://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:

Love Bouquet Special Stamp  
Postmaster

Atlanta Post Office  
3900 CROWN RD Room 2400  
ATLANTA GA 30304-9998

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 March 17, 2004.

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. *Note:* First Day Digital color postmarks are not available on customer-submitted covers.

**HOW TO ORDER FIRST DAY COVERS  
AND FIRST DAY DIGITAL COLOR POSTMARKS**

Stamp Fulfillment Services offers first-day covers on new stamp issues and Postal Service stationery items postmarked with the official first-day-of-issue cancellation.

Each item has been assigned an individual catalog number and is offered in the quarterly "USA Philatelic" catalog and at [www.usps.com/shop](http://www.usps.com/shop). Customers may request a free catalog by calling 1-800-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.