

FOR IMMEDIATE RELEASE
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**POSTAL SERVICE ISSUES NEW
STAMP PROMOTING CHILD HEALTH**

PHILADELPHIA — In a move to raise awareness of critical child care issues, the Postal Service dedicated the "Child Health" commemorative postage stamp today at The Children's Hospital of Philadelphia. The 37-cent social awareness stamp was designed to remind Americans that regular medical checks, proper use of car seats, a balanced diet and regular exercise are key to ensuring a healthy child's future. The stamp, available nationwide today, comes at an appropriate time as the year 2005 is designated "The Year of the Healthy Child" by the Surgeon General.

"We must give our children everything they need to thrive for years to come," said Alan C. Kessler, Vice Chairman of the presidentially appointed Board of Governors for the U.S. Postal Service, who dedicated the stamp. "This stamp is a lasting reminder for us to make sure they are happy and healthy."

Joining Kessler in dedicating the stamp were Steven M. Altschuler, M.D., President and Chief Executive Officer of The Children's Hospital of Philadelphia; and Billy Gillman, Country Music artist and National Youth Chairman for the Muscular Dystrophy Association.

"As The Children's Hospital of Philadelphia celebrates its 150th anniversary of providing pediatric medicine, we are proud to partner with the U.S. Postal Service to raise awareness of child healthcare issues by participating in this dedication ceremony for the Child Health stamps," said Altschuler.

As an organization that touches every community, the Postal Service plays a committed role in helping educate the public regarding important issues and significant historical events through commemorative stamps and community outreach programs. Awareness efforts are aligned with the Postal Service's mission of "binding the nation together through the personal, educational, literary, and business correspondence of the people."



Since the mid 1950s, the Postal Service has released a variety of social awareness stamps. In recent years, they have highlighted important issues such as Sickle Cell Disease, Mentoring, Organ Donation and Adoption.

Many health issues affecting children can be avoided by following the words printed on the margins of the stamp sheet: "Regular medical checkups," "Car seats each time," "Balanced diet and exercise" and "Caring for our future."

- Regular medical checkups are key to prevention and a healthy childhood. Parents need to make sure children have a primary health care provider, such as a pediatrician or family practitioner, who will monitor an illness, injury, or developmental delay that requires professional attention.
- Always use a car safety seat. Motor vehicle accidents are the leading cause of death among children ages five to nine. Children should always ride in an age-, weight- and height-appropriate child safety seat or booster seat, correctly installed in a vehicle's back seat. Many local fire and police departments will help answer questions about how to install them.
- A balanced diet and exercise maximizes the likelihood of a child growing up healthy and strong. Meals should be shared as a family. Children should eat three nutritious meals daily, which include fruits and vegetables. They should be supplemented with two healthy snacks a day. Foods and drinks high in sugar or caffeine should be avoided. Encourage at least an hour of physical activity every day, like taking a walk around the block or playing organized or pick-up sports with other families and children. Limit television, video, and computer time.
- Diseases of adulthood such as diabetes and hypertension often start in childhood. Keeping children well now means caring for the future.

Art director Carl T. Herrman and stamp artist Craig Frazier created the Child Health stamp showing a silhouette of a health care provider placing a stethoscope on a child's chest, demonstrating that healthy habits and good health care for children today means, quite literally, "caring for our future."

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 is also 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 Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 142 million homes and businesses every day and is the only service provider delivering 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 \$69 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The 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.

The Children's Hospital of Philadelphia was founded in 1855 as the nation's first pediatric hospital. Through its long-standing commitment to providing exceptional patient care, training new generations of pediatric healthcare professionals and pioneering major research initiatives, Children's Hospital has fostered many discoveries that have benefited children worldwide. Its pediatric research program is among the largest in the country, ranking second in National Institutes of Health funding. In addition, its unique family-centered care and public service programs have brought the 430-bed hospital recognition as a leading advocate for children and adolescents. For more information, visit www.chop.edu.

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:

CHILD HEALTH COMMEMORATIVE STAMP
POSTMASTER
2970 MARKET ST, ROOM 525
PHILADELPHIA PA 19104-9611

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 October 6, 2005. How to Order 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 calling 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.