

FOR IMMEDIATE RELEASE
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GRETA GARBO HAS STARRING ROLE ON U.S. POSTAL STAMP

NEW YORK — International film star Greta Garbo took center stage today on two continents when the U.S. Postal Service and Sweden Post jointly issued two commemorative postage stamps bearing her likeness. Both stamps, issued near what would have been her 100th birthday, are engravings based on a 1932 photograph of the silver screen icon taken during the film of *As You Desire Me* by renowned portrait photographer Clarence Sinclair Bull.

The U.S. Postal Service's 37-cent *Greta Garbo* commemorative stamp was dedicated at New York City's Scandinavia House, the Nordic Center of America. Across the Atlantic, Sweden Post issued their *Greta Garbo* stamp today at the Sweden Postal Museum in Garbo's birthplace in Sweden.

As host to the U.S. event, New York City holds the unique distinction of being the only city in the nation where the U.S. stamps are available today. The stamps will be available at Post Offices and Philatelic Centers nationwide Sept. 24. The Swedish stamp may only be obtained in the U.S. through the U.S. Postal Service's stamp fulfillment office in Kansas City at www.usps.com/shop or by calling 1-800-STAMP-24.

"Greta Garbo was one of the great international film stars of all time," said David L. Solomon, Vice President of Area Operations of the United States Postal Service, who hosted and was the dedicating official of the event. "We are pleased to be joining our friends from Sweden Post to help customers in both our countries learn more about her incredible talent and presence on the big screen."

"Greta Garbo was a woman who set the bar for movie stars, and set it very high and during the early days of filmmaking she defined what it meant to be an actress and a star. With this wonderful image, we are able to relive her classic beauty, elegance, and star power," said Solomon.

Joining Solomon in dedicating the stamp were His Excellency Mr. Kjell Anneling, Ambassador and Consul General of Sweden in New York; Ingemar Persson, Deputy Chief Executive Officer of Sweden Post; and Derek R. Reisfield, a relative of Greta Garbo.



"Greta Garbo was 'The First Modern Woman.' With Garbo's arrival in Hollywood, the depiction of women on the screen forever changed. Women could be feminine and confident at the same time. This was a radical departure," said Derek R. Reisfield, a relative of Greta Garbo. "Through her screen and portrait images, and her persona, Garbo has become an icon of modern culture. One can't help but be struck by how modern this stamp image is today."

Other family members present included Grey G. Reisfield, Garbo's niece and Donald R. Reisfield, Garbo's nephew-in-law.

During the 1920s and 1930s, America fell in love with Garbo's talent, classic beauty and mysterious personality. Her star power filled cinemas nationwide and elevated the expectations for future movie stars.

Clarence Sinclair Bull, renowned portrait photographer, considered Garbo's face "...the most inspirational [he] ever photographed." Garbo's movies are still fascinating audiences nearly 80 years after her retirement at 36.

Born Greta Lovisa Gustafson on Sept 18, 1905, in Stockholm, Sweden. Garbo signed a contract with MGM at 19 and followed her dream of becoming a Hollywood film star. She acted in silent films, playing beautiful and mysterious characters destined to fall in love.

In the 1930 film, *Anna Christie*, Garbo's seductive voice was heard for the first time when she uttered the words, "Gimme a whiskey—with ginger ale on the side—and don't be stingy, baby." Her finest films are *Grand Hotel*, *Queen Christina*, *Anna Karenina*, *Camille*, and *Ninotchka*. The legendary actress won two New York Film Critics Awards for Best Actress and received four Academy Award nominations.

Nicknamed the "Swedish Sphinx," Garbo was an intensely private person and her inaccessibility fueled the public's imagination. The decline of foreign markets for American films during World War II impacted Garbo's acting career and eventually led to her retirement.

Garbo became an American citizen in 1951, and a few years later won an Honorary Oscar for "her unforgettable screen performances."

Garbo died in her adopted hometown of New York City on April 15, 1990.

The following text appears on the selvage: Greta Garbo (1905-1990) was born in Sweden and became one of the greatest stars of the silver screen. Transitioning from silent films to the sound movies of Hollywood, Garbo captivated audiences with her seductive voice, which enhanced the acting style and beauty that made her a legend.

To see the *Greta Garbo* commemorative stamp and other images from the 2005 Commemorative Stamp Program, visit the Postal Store at www.usps.com/shop and click on Release Schedule in the Collectors Corner There are five philatelic products available for this stamp issue:

- First Day Cover (single) \$0.75, (Item 458461).
- First Day Cover Joint Cover (1 USA plus 1 Sweden) \$2.25, (Item 458462).
- Digital Color Postmark Cover (USA) \$1.50, (Item 458465).

- Cancellation Keepsake (DCP cover/pane) \$8.90, (Item 458499).

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.

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 U.S. and/or Swedish stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

GRETA GARBO STAMP
POSTMASTER
SPECIAL EVENTS UNIT
421 8TH AVE RM 2029B
NEW YORK NY 10199-9998

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 October 22, 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

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.

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