



News Release

Ref
9th January 2006

ROYAL MAIL TEAMS UP WITH US POSTAL SERVICE FOR CHILDREN'S CHARACTERS JOINT STAMP ISSUE

Royal Mail and the US Postal Service (USPS) are today (10th January) both issuing sets of stamps on the theme of classic characters from timeless children's illustrated stories. Royal Mail is issuing eight stamps in the UK featuring seven 'home-grown' books plus *The Very Hungry Caterpillar* from the United States.



There's not much in common between the animals appearing on Royal Mail's 1st Class stamps: one adores marmalade sandwiches, while the other prefers to lunch on small children; but both Paddington Bear and *The Enormous Crocodile* will be instantly recognisable to young and old alike.

And, because *Animal Tales* also marks the centenary of the publication of Beatrix Potter's *The Tale of Mr*

Jeremy Fisher, he leaps onto one of the 2nd Class stamps opposite Kipper, Mick Inkpen's cheeky puppy.

Boots the Cat stares out from the 42p stamp, next to Helen Oxenbury's delightful illustration of the White Rabbit.

It's the 68p stamp pairing that features an animal from a US author - Eric Carle's *The Very Hungry Caterpillar*, whose insatiable appetite has nibbled its way into 20 million homes worldwide, and, true to form, it's taken two bites out of the 68p stamp as well. These are the first Royal Mail stamps to actually feature holes in them. *The Very Hungry Caterpillar* appears next to *Maisy*, Lucy Cousins' lovable mouse, who was chosen by the United States Postal Service to appear in its set of stamps.

A special joint First Day Cover will also be issued featuring *The Very Hungry Caterpillar* and *Maisy* stamps in their UK and US versions, along with customised and generic 1st Class Smilers® sheets that enable customers to get their face, or almost anything else, on a label next to a stamp.

Julietta Edgar, Head of Special Stamps, Royal Mail said: "Characters like Paddington Bear and the Enormous Crocodile have introduced hundreds of thousands of children to the world of reading over the years. We've drawn on these much-loved illustrations along with more recent animal tales for millions of Royal Mail stamps to evoke memories of first class characters from childhood and give today's children a memento to treasure."

Stamps on sale from the USPS will feature: Wilbur, Fox in Socks, Wild Thing, Curious George, Olivia and Frederick, as well as *The Very Hungry Caterpillar* and *Maisy*.

People based in the US who wish to purchase the Royal Mail stamps, presentation packs and first day covers can do so online by visiting www.royalmail.com/stamps

Ends

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NOTES TO EDITORS

1st Class - The Enormous Crocodile. Created by author Roald Dahl, the illustration is by Quentin Blake who has illustrated many of Dahl's books. It was first published in 1978

1st Class - Paddington Bear. Paddington was created by Michael Bond and the stamp features one of the iconic early illustrations by Peggy Fortnum from More About Paddington published in 1959

2nd Class - The Tale of Mr. Jeremy Fisher. features an illustration of the froggy fisherman by author Beatrix Potter. The Book was first published in 1906 by Frederick Warne and Co.

2nd Class - Kipper. Created and illustrated by Mick Inkpen, puppy Kipper is the hero of a number of children's books. The first in the series, Kipper was published in 1991

42p - Comic Adventures of Boots. Boots the cat is just one of the many characters created by Satoshi Kitamura. Comic Adventures of Boots was first published in 2002

42p - The White Rabbit. The illustration of the White Rabbit here is taken from the 1999 Walker Books edition of Alice's Adventures in Wonderland by Lewis Carroll, illustrated by Helen Oxenbury

68p - The Very Hungry Caterpillar. Created by author and illustrator Eric Carle The Very Hungry Caterpillar is one of the most popular children's books. It was first published in 1969

68p - Maisy. The lovable mouse was created by Lucy Cousins and is the star of a series of interactive activity books for children. The illustration is from Maisy's ABC first published in 1994 by Walker Books. Maisy is also the star of an animated TV series and a mascot of Diabetes UK

Images of the Animal Tales stamps are available by telephoning Mark Barber at Eulogy! on 0207 927 9999 or via e-mail from mark@eulogy.co.uk

Stamp Technical Details:

Value	Description
1st - First class inland letter rate	The Enormous Crocodile by Roald Dahl illustrated by Quentin Blake
1st - First class inland letter rate	More about Paddington by Michael Bond illustrated by Peggy Fortnum
2nd- Second Class inland letter rate	The Tale of Mr. Jeremy Fisher by Beatrix Potter
2nd- Second Class inland letter rate	Kipper by Mick Inkpen
42p - European Basic Rate	Comic Adventures of Boots by Satoshi Kitamura
42p - European Basic Rate	Alice's Adventures in Wonderland by Lewis Carroll illustrated by Helen Oxenbury
68p - Rest of World airmail up to 20gm	The Very Hungry Caterpillar by Eric Carle
68p - Rest of World airmail up to 20gm	Maisy's ABC by Lucy Cousins

An Animal Tales Smilers® sheet will be issued, featuring the 1st Class Paddington Bear stamp, for consumers to add their own image. It is also available as a generic sheet which has a classic original and charming illustration of this delightful bear on the labels adjacent to each stamp.