



**UNITED STATES
POSTAL SERVICE**

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POSTAL NEWS

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History repeats itself

U.S. Postal Service, The History Channel® team up to promote “The States”

WASHINGTON, D.C. – It seems only fitting that a pane of stamps that made history when it was released will help the History Channel take viewers on a tour of the United States.

Beginning Saturday, April 21, and running through June 23, The History Channel will air a 10-part, weekly series that chronicles the unique histories of each of the 50 states. Each state profile will be introduced using one of the “Greetings from America” stamps, a pane of 50 stamps celebrating each of the 50 states.

The stamps made Postal Service history when issued in 2002. It was the first time ceremonies were held in the capitol of every state on the same day.

The stamps combine flora, fauna and objects with local points of interest into collages (the Georgia peach, the Colorado Rockies, the dairy farms of Wisconsin, Mississippi steamboats, the beaches of Delaware). The Greetings from America stamps were illustrated by Lonnie Busch of Franklin, N.C. Busch's art was inspired by the retro "large letter" postcards that were used in the 1930s and '40s to advertise cities, states or tourist attractions. Bearing the legend "Greetings from," these retro postcards featured depictions of local scenes inside big letters that spelled out the name of the place or attraction.

Text on the backing paper of the pane listed each state's bird, flower, tree and capital city, as well as the date it entered the Union.

“These stamps recall the warm and friendly tradition of postcard and letter greetings exchanged through the mail between friends and family across the miles,” said Nick Barranca, vice president, product development, for the Postal Service. “They also serve as a lasting reminder of the Postal Service’s commitment to its role in binding the nation together through universal service at affordable rates.”

Viewers tuning into The History Channel will find engaging stories and surprising facts and figures from five American states each week. California, North Carolina, Kansas, New Hampshire and West Virginia are the first states profiled.

The States is an entertaining look at the famous legends and little-known facts that make each of the 50 states unique and fascinating. Together, these 10 hours stand as one unforgettable portrait of America. Each hour of tells the stories of five different states, enhanced by interviews with well-known and very diverse Americans – from Terry Bradshaw to Ann Curry, Edna Buchanan to Donny Osmond, Bob Schieffer to Richard Petty and more.

“We’re delighted to be working with the USPS on this exciting project,” said Judy Klein Frimer, Director, Consumer Promotion and Strategic Alliances, The History Channel. The new series The States offers a wonderful way for people to travel to all 50 states without having to leave their armchair. The special package of DVD/book/stamps offered exclusively through USPS.com will provide a further enhancement.”

The series will be available on DVD in July, the same month the Postal Service will release The States Limited Edition Collection. The Collection will include the DVDs, a companion book, and all 50 "Greetings from America" stamps. Customers can order this special collection soon at www.usps.com/shop. The States Limited Edition Collection will be sold in select Post Offices as well. Beginning this July, The States book will available at www.history.com and additional outlets later in the year.

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Please note: JPEGs of each state stamp are available by calling Joanne Veto at 202-268-3118 or joanne.m.veto@usps.gov.

About the U.S. Postal Service

An independent federal agency, the **U.S. Postal Service** is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers almost half of the world's mail volume.

About The History Channel

The History Channel® is a leading cable television network featuring compelling original, non-fiction specials and series that bring history to life in a powerful and entertaining manner across multiple platforms. The network provides an inviting place where people experience history in new and exciting ways enabling them to connect their lives today to the great lives and events of the past that provide a blueprint for the future. The History Channel has earned four Peabody Awards, three Primetime Emmy® Awards, ten News & Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History® campaign dedicated to historic preservation and history education. The History Channel reaches more than 91 million Nielsen subscribers. The website is located at www.History.com. *Press Only:* For more information and photography please visit us on the web at www.historychannelpress.com.