

FOR IMMEDIATE RELEASE  
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www.usps.com

## **FOREVER STAMP ON SALE TODAY TO READY CUSTOMERS FOR MAY 14 PRICE CHANGE**

PHILADELPHIA — If it could ring, it would resonate freedom and independence from using one or two-cent stamps to mail letters when stamp prices change in the future. The U.S. Postal Service (USPS) today introduced its latest consumer innovation by dedicating the Forever Stamp next to the patriotic icon it depicts. Featuring the Liberty Bell image and the word “forever,” the Forever Stamp — available nationwide today — is good for mailing one-ounce First-Class Mail letters anytime in the future — regardless of price changes.

“We are making history this morning,” said USPS Board of Governors Vice Chairman Alan C. Kessler. “And what better place to make history than right here in Philadelphia — the ‘Cradle of Liberty,’ — alongside the Liberty Bell.”

The Forever Stamp will always be available at the price of a First-Class Mail stamp in effect at the time of purchase. To introduce the stamp to the public, the Postal Service is offering the stamp today at 41 cents. Customers may use the stamp as soon as they wish, but stamp prices will not change until May 14. When prices change in the future, the Forever Stamp will sell at the new one-ounce, single-piece First-Class Mail price.

“The first U.S. postage stamps appeared in 1847,” Kessler added, referring to the five-cent Benjamin Franklin stamp that was good for mailing letters up to 300 miles, and the 10-cent George Washington stamp for delivery beyond that. “Let history now record that the first Forever Stamp was dedicated on April 12, 2007, in the birthplace of American democracy and bearing the eternal symbol of American liberty.”

There are no limits on customer purchases. Beginning today, April 12, the Forever Stamp will be available in booklets of 20 through [www.usps.com](http://www.usps.com), by calling 1-800-STAMP-24 and at Post Office retail counters nationwide. Customers may also purchase the stamps from selected Post Office vending machines. Starting May 14, Automated Teller Machines (ATMs) and Automated Postal Centers will begin offering the Forever Stamp in sheets of 18. Also, many participating convenience stores, grocery stores, drug stores and other retailers will also begin selling Forever Stamp booklets of 20.



If this stamp could ring, 37,000 Post Offices would resonate freedom and independence from using one and two cent stamps for mailing letters when stamp prices change in the future. From left: USPS Board of Governors Vice Chairman Alan Kessler is joined by USPS Philadelphia District Manager Frank Neri and National Park Service Independence National Park Superintendent Dennis Reidenbach in dedicating the stamp that goes on sale nationwide today. The Forever Stamp a consumer innovation that delivers convenience and value, forever. Credit Photo: Daniel Afzal, USPS.

## **Forever Stamp Fact Sheet**

### **How to Order First Day of Issue Postmarks**

Customers have 60 days to obtain the first day of issue postmark by mail. They should affix the stamps to envelopes of their choice, address them to themselves or others, and place them in a larger envelope addressed to:

FOREVER STAMP  
POSTMASTER  
2970 Market St  
RM 525  
Philadelphia, PA 19104

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 June 14, 2007.

### **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 1-800-STAMP-24 or writing to:

INFORMATION FULFILLMENT  
DEPT 6270  
US POSTAL SERVICE  
PO BOX 219014  
KANSAS CITY MO 64121-9014

### **Philatelic Products**

There are three philatelic products available for this stamp issue:

- ?? First Day Cover, 79-cents (Item 676661) Booklet of 20 format.
- ?? Digital Color Postmark, \$1.50 (Item 676665).
- ?? First Day Cover, 79-cents (Item 569961). ATM Sheet of 18 format.

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