

FOR IMMEDIATE RELEASE  
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## The stamp character America picked, the power and wisdom of the mail reflects



To obtain 300 dpi images of the stamp visit <http://www.usps.com/communications/newsroom/2007stamps/>.

NEW YORK, N.Y. — America voted, and the U.S. Postal Service will deliver the intergalactic results tomorrow, when an image of 900-year-old Jedi Master, Yoda is dedicated as a sheet of 20 stamps in New York City at Madison Square Garden. Since this 10 a.m. event is just six days before Halloween, stamp enthusiasts and *Star Wars* fans alike are encouraged to dress up as their favorite character from the *Star Wars* Saga.

The Yoda stamp dedication also marks the kick-off of the Fall Postage Stamp Mega-Event. This year's event will feature digital and traditional stamp exhibits. The U.S. Postal Service and the United Nations Postal Administration will each be holding various stamp ceremonies during the three-day Stamp Mega-Event. For more information on the stamp show visit [www.asdaonline.com](http://www.asdaonline.com).

Since March, 400 mail collection boxes across the country have been dressed as the beloved R2-D2. But now it's time for Artoo to get back to his droid duties. Tomorrow also marks Artoo's last appearance on street corners. In the weeks following, these temporarily decorated collection boxes will be moved from the busy streets of America to military bases overseas.

"Last spring, we asked America to choose their favorite *Star Wars* subject from a sheet of *Star Wars* stamps that were dedicated in May. When the smoke cleared, more than half a million votes were cast. So we're fulfilling your wishes by honoring Yoda—America's favorite *Star Wars* character on his own stamp sheet," said Anita Bizzotto, chief marketing officer of the Postal Service who dedicated the stamps. Joining Bizzotto was Terrence McCaffrey, Manager, Stamp Development of the Postal Service; Darth Vader, Dark Lord of the Sith and Stormtroopers.

The combined Force of *Star Wars* and the U.S. Postal Service is only just beginning. The full *Star Wars* stamp collection, which depicts 15 images from the movie, will remain on sale until May 25, 2008, while the single Yoda stamp that goes on sale Oct. 25 will remain available through Oct. 25, 2008, continuing one of the most notable collaborations in Postal Service history.

The Yoda stamp sheet is available for purchase in Post Offices, on *usps.com*, and by calling 1-800-STAMP-24 starting tomorrow.

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**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://www.usps.com/communications/newsroom/welcome.htm>.

An independent federal agency, the U.S. Postal Service is the only delivery service that visits 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 cover its operating expenses. The Postal Service has annual revenues of \$75 billion and delivers nearly half the world's mail.

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## **Philatelic Products**

There are seven philatelic products available for this stamp issue:

- 461584 — Uncut Press Sheet Left, \$24.60.
- 461586 — Uncut Press Sheet Right, \$24.60.
- 461561 — First-Day Cover, \$0.79.
- 461565 — Digital Color Postmark, \$1.50.
- 461591 — Ceremony Program, \$6.95.
- 461593 — First-Day Cover Keepsake, \$8.99.
- 461599 — Digital Color Postmark Cancellation Keepsake, \$9.70.

## **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  
U.S. Postal Service  
P.O. Box 219014  
Kansas City, MO 64121-9014

## **How to Order the First-Day-of-Issue Postmark**

Customers have 60 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local Post Office, by calling 800-STAMP-24, or at the Postal Store website at [usps.com/shop](https://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:

Yoda Stamp  
Postmaster  
421 Eighth 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.