



**POSTAL NEWS**

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## Limited Edition 'Art of Disney Stamp' Book Reveals Back Story of Most Popular Stamp Series of All-Time

*Includes Complete Out-Of-Print Art of Disney Stamp Series and 1968 Walt Disney Stamp*



WASHINGTON, DC — Looking for a unique stocking stuffer that's of appeal to everyone from age seven to 97? Then give the gift that chronicles the creation of the most popular stamp series in U.S. Postal Service history — the *Art of Disney* commemorative stamps. Included in this 105 page *Art of Disney Stamps* hardback book are all 20 *Art of Disney* stamps and an original *Walt Disney* stamp issued in 1968, making it a true collector's treasure, or a great start for beginning stamp collectors.

Filled with rare developmental sketches and beautiful artwork from the Disney creative team, the *Art of Disney Stamps* book also provides a synopsis of each Disney character's creation — beginning with Mickey's 1928 appearance in the world's first synchronized sound cartoon, "Steamboat Willie." Originally intended to be issued as one set of four stamps celebrating Mickey Mouse, the *Art of Disney* series evolved to five issues of four stamps each honoring Mickey and his friends. More than 211 million stamps have been collected.

Each set in the *Art of Disney* series is based on a theme:

- First in the series was the 2004 issuance of the *Art of Disney, Friendship*. The stamps served as a fitting tribute to how ties are strengthened as people communicate by cards and letters and depict Goofy and Donald Duck; Bambi and Thumper; Mufasa and Simba (from the “Lion King”); and Pinocchio and Jiminy Cricket.
- Birthdays, graduations, weddings — whatever the occasion, stamps play an important role in the way we celebrate the highlights of our lives. For 2005, the *Art of Disney: Celebration* series featured Snow White and Dopey; Alice and the Mad Hatter; Mickey and Pluto; and Ariel and Flounder (from “The Little Mermaid”).
- Take one heroine, one hero, add music, moonlight and perhaps some magic, and — “bibbidi-bobbidi-boo!” In 2006, Cinderella and Prince Charming; Beauty and the Beast; Lady and the Tramp; and, Mickey and Minnie Mouse rounded out the *Art of Disney: Romance* series.
- The magic of Disney stories and characters encompass not only the emotions we experience, but also the way they inspire us to discover the magic in our own lives. Magic was in the air in 2007 with the issuance of four stamps including Mickey Mouse as the Sorcerer’s Apprentice; Peter Pan and Tinker Bell; Aladdin and the Genie (from “Aladdin”); and Dumbo and Timothy Mouse.
- What tops magic? The fifth and final theme also pays tribute to Walt Disney himself, whose vivid imagination started it all. For that reason, the fifth and final year in the series featured only the classic films he touched with his creative vision — a vision that continues to inspire every generation to dream, create and imagine. The *Art of Disney: Imagination* set celebrated Pongo and Pepper (from “101 Dalmatians”); Princess Aurora, Flora, Fauna and Merryweather (from “Sleeping Beauty”); Steamboat Willie; and, Mowgli and Baloo (from “The Jungle Book”).

The *Art of Disney Stamps* book tracks the original 2001 Walt Disney Company presentation to the U.S. Postal Service’s Citizens’ Stamp Advisory Committee — which selects roughly 20 stamp subjects from more than 50,000 public submissions annually — to rough concept sketches, color studies and final art for every stamp. It also includes photographs of First-Day-of-Issue stamp dedication ceremonies that took place at Disneyland and Disney World

*The Art of Disney Stamps* book (\$49.95, item 571473) can be purchased online through this link: <http://shop.usps.com/webapp/wcs/stores/servlet/ProductDisplay?catalogId=10152&storeId=10001&productId=41656&langId=-1>, or at 800-STAMP24.