

FOR IMMEDIATE RELEASE
May 29, 2004

Contact: Media Relations
202-268-2155
Stamp News Release No. 04-035
www.usps.com

**POSTAL SERVICE HONORS 'GREATEST GENERATION'
WITH NATIONWIDE ISSUANCE OF NATIONAL WORLD WAR II MEMORIAL STAMP**

WASHINGTON – The Postal Service today joins the nation in honoring our World War II veterans and others who contributed to the cause of freedom with the issuance of 96 million postage stamps depicting the National World War II Memorial. The stamps are being issued both in Washington, DC – the site of today's dedication of the Memorial – and at Post Offices throughout the nation. The nationwide



release affords local communities the opportunity to recognize veterans unable to attend the memorial dedication through similar ceremonies this Memorial Day weekend.

“The memorial we dedicate today will stand as a testament to each of them – together and individually – for generations and generations yet to come,” said Postmaster General John Potter, referring to the sacrifices of 16 million Americans, including the 400,000 who gave the ultimate sacrifice while serving in the U.S. armed forces during the conflict.

“They, who have given so much, deserve no less,” he added, while delivering his remarks just prior to the Memorial's dedication to the audience of veterans, relatives and friends that numbered in the hundreds of thousands.

Joining the Postmaster General at the national first-day-of-issue dedication ceremony was World War II veteran and Vice Chairman of the U.S. Postal Service Board of Governors, John Walsh. Walsh served in the 78th infantry division of the U.S. Army, also known as the famed Lightning Division. It was the first infantry division to span the Rhine during World War II.

The National World War II Memorial commemorative stamp image features a computer-generated design by stamp artist Tom Engeman. The memorial itself was designed by Providence, RI, architect Friedrich St. Florian. The stamp image highlights one of two 43-foot memorial arches and shows a section of a curving row of 56 pillars, each representing one of the states, territories and District of Columbia that comprised the U.S. in the World War II era.

Located between the Washington Monument and the Lincoln Memorial in Washington, DC, the National World War II Memorial (www.wwiimemorial.com) is the first national memorial

dedicated to all who served during World War II. The memorial was established by the American Battle Monuments Commission (www.abmc.gov) to honor all military veterans of the war, citizens on the home front, the nation at large, and the high moral purpose and idealism that motivated the nation's call to arms.

To see the National World War II Memorial stamp and other images from the 2004 Commemorative Stamp Program, visit the Postal Service website and view this news release at www.usps.com/shop. Click on Release Schedule in the Collector's Corner.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free phone order at 1-800-STAMP-24. A wide selection of stamps and other philatelic items also are available at the Postal Store at www.usps.com/shop. Beautifully framed prints of original stamp art for delivery straight to the home or office are available at www.postalartgallery.com.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to about 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 43 percent of the world's mail volume — some 202 billion letters, advertisements, periodicals and packages a year — and serves seven million customers each day at its 38,000 retail locations nationwide.

How to Order the First Day of Issue Postmark

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local Post Office, by telephone at 800-STAMP-24, and at the Postal Store Web site at www.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:

NATIONAL WORLD WAR II MEMORIAL COMMEMORATIVE STAMP
POSTMASTER
WWII FIRST DAY OF ISSUE
900 BRENTWOOD ROAD NE
WASHINGTON DC 20066-9998

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 28, 2004.

How to Order the 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 telephoning 800-STAMP-24 or writing to:

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

First day covers remain on sale for at least one year after the stamp's issuance.