

mediaadvisory

May 21, 2007
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Available in Post Offices, the *Star Wars* Stamps Will Be Favorite Design Getting Its Own Stamp Announced May 25

WHAT: The excitement generated by the appearance of R2-D2 mail collection boxes across the country that continued with an online ballot and sweepstakes, reaches its peak May 25th when *Star Wars* fans and stamp collectors get what they've been calling for: the dedication and issuance of the 41-cent *Star Wars* commemorative stamps in 15 designs. The Postal Service also will announce the results of voting for America's favorite *Star Wars* stamp, to be issued by itself later this summer. Voting continues through May 23 (uspsjedimaster.com).

WHO: **Anita J. Bizzotto**, chief marketing officer, U.S. Postal Service
Steve Sansweet, director of content management and head of fan relations, Lucasfilm Ltd.
Howard Roffman, president of Lucas Licensing

WHEN: 7:30 p.m. (PT), Friday, May 25, 2007

WHERE: **Star Wars Celebration IV** (the biggest *Star Wars* event in the galaxy)
Los Angeles Convention Center, K Hall

BACKGROUND: On May 25, 1977, *Star Wars* opened at 32 movie theaters around the country. Since then, it has thrilled moviegoers around the world with its epic story of good versus evil. Set across a fantastic galaxy of exotic planets and bizarre creatures, the saga tells the mythic tale of the disintegration of the Old Republic, the creation of the Empire, the rise of the evil Darth Vader, and the ultimate victory of the Rebel Alliance. From the wisdom and power of Yoda to the brave deeds of Jedi Knights and improbable heroes, *Star Wars* has inspired generations of fans with its unbridled sense of adventure, advancing the art of filmmaking while leaving an indelible mark on our cultural landscape — and imaginations.

PLEASE NOTE: To submit a request for media credentials, you must be affiliated with a recognized media organization. If you haven't already; please fill out the Media Credentials form and indicate you are interested in covering the *USPS Stamp Event* and return it to the address listed on the form, along with a signed Guidelines & Policies form (disregard past deadline dates) which is available at: www.gencon.com/2007/swciv/press/credentials.aspx.

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MEDIA CONTACTS: Melissa Dodge: 202-268-5188, cell: 202-360-1552 melissa.l.dodge@usps.gov
Larry Dozier: 323-586-1211, cell: 213-503-9428 larry.h.dozier@usps.gov

LUCASFILM

MEDIA CONTACTS: John Singh: 415-623-1583 john.singh@lucasfilm.com
Tracy Cannobbio: 415-623-1763 tracy.cannobbio@lucasfilm.com