

FOR IMMEDIATE RELEASE
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**Mickey Mouse, Dumbo, Peter Pan and Aladdin Deliver Magic to the Mail:
New Disney Stamps Dedicated Tomorrow, Aug. 16**

WASHINGTON, DC — Say “Disney” and the word “magic” springs to mind, along with visions of genies, sorcerers, and pixie dust—but Disney magic is more than mere fantasy. U.S. Postal Service will dedicate new 41-cent Art of Disney: Magic stamps at 1 p.m. tomorrow at Walt Disney World Resort in central FL near Orlando, bringing magic to the mail.

“Its deeper meaning lies in the wonder, laughter, and hope that Disney characters and stories bring to our lives, inspiring children and adults alike to discover the magic of the dreams, and now we are reminded of that every time a stamp travels,” said Linda Kingsley, Senior Vice President of the U.S. Postal Service who will dedicate the stamps.

The Disney relationship with the U.S. Postal Service began in the summer of 1918 when Walt Disney sorted and delivered mail in the Chicago Post Office. Next, Mickey Mouse worked for the Post Office when he starred in the 1933 animated short “Mail Pilot.” The achievements of Walt Disney were first recognized on a stamp in 1968. On the stamp, a parade of children, hand-in-hand, appear from a tiny castle to surround a portrait of Walt Disney. The children, representing many nations of the world, are garbed in native costume.

Joining Kingsley in dedicating the stamps tomorrow will be Erin Wallace, Senior Vice President of Operations, Walt Disney World Resort.

“On behalf of all the mice, elephants, princes and pixies who call this place home, we are thrilled to once again partner with the U.S. Postal Service to bring a little Disney magic to the mail,” said Wallace. “And what better place to dedicate these new stamps than here at Walt Disney World – the place where dreams come true.”

This is the fourth stamp pane issued by the U.S. Postal Service to honor the art of Disney. The first, issued in 2004, was on the theme of friendship. The second, issued in 2005, focused on celebrations. The third, issued in 2006, recognized the art of romance. Each time, U.S. Postal Service art director Terrence McCaffrey joined the Disney team, including artist Peter Emmerich and creative director Dave Pacheco, in designing the stamps.

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An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 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 pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$73 billion and delivers nearly half the world's mail.