



For Immediate Release  
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# POSTAL NEWS

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## MEDIA ADVISORY

### There's a Reason for those R2-D2 Mailboxes...

- WHO:** Anita Bizzotto, Chief Marketing Officer and Executive Vice President; Yoda; Darth Vader, Lord of the Sith; Chewbacca; Imperial Storm Troopers; R2-D2, astromech droid (at least in spirit)
- WHEN:** March 28, 2 to 3 p.m.
- WHERE:** National Postal Forum  
Washington Convention Center  
Washington, DC  
**Reporters should use the Mt. Vernon Street Entrance**  
Press Room is in Room 301
- WHAT:** For 12 days, R2-D2 has been waiting patiently on street corners around America to illustrate how the U.S. Postal Service will celebrate the 30<sup>th</sup> anniversary of the *Star Wars* movie saga. The wait will end on March 28 with the preview of a commemorative stamp based on one of the most successful and popular epic adventure movies of all time.
- WHY:** Because the Force is still with us.
- NOTE:** **This event is live from Los Angeles**, BUT the same stamp image also will be displayed in Washington, DC, on the same day. Bizzotto is available to answer questions about the stamp and provide information about the partnership.

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.

*Reporters interested in covering the press event are asked to contact Joanne Veto for press passes ([joanne.m.veto@usps.gov](mailto:joanne.m.veto@usps.gov); 301.325.1960; 202.249.4145 ). Registration fees are waived, but reporters are asked to call or email for a press pass.*

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 of the world's mail volume.