

FOR IMMEDIATE RELEASE  
Sept. 20, 2011

Contact: Sue Brennan  
202.268.6363  
[sue.brennan@usps.gov](mailto:sue.brennan@usps.gov)

Release No. 11-106

## **Helping to Save Vanishing Species One Stamp at a Time** ***Postal Service Issues Fourth Semipostal Stamp***



WASHINGTON — With the dedication of its fourth semipostal stamp today, the U.S. Postal Service is helping to save vanishing species 11-cents at a time — specifically tigers, African and Asian elephants, rhinos, great apes and marine turtles. The net proceeds from the sales of the new *Save Vanishing Species* semipostal stamp will be transferred to the U.S. Fish and Wildlife Service to support the Multinational Species Conservation Funds.

“This stamp marks the fourth semipostal issued by the Postal Service. These types of stamps provide an extremely convenient way for the American public to contribute to help protect threatened and vanishing species,” said Kelly Sigmon, vice president, Channel Access. “We look forward to working with the U.S. Fish and Wildlife Service and the Multinational Species Coalition to make this stamp a success.”

Five million sheets of stamps will be made available initially and will be reprinted based on customer demand. The stamps sell for 55 cents each — 11 cents more than an individual First-Class Mail stamp — and \$11 per sheet of 20.

At an event held at the Smithsonian National Zoological Park, Sigmon was joined by Teiko Saito, assistant director, International Affairs, U.S. Fish & Wildlife Service; Joshua Ginsberg, senior vice president, Conservation Operations, Wildlife Conservation Society, and Ginette Hemley, senior vice president, Conservation Strategy & Sciences, World Wildlife Fund, and Dennis Kelly, director, Smithsonian National Zoo, to dedicate the new stamp and pay tribute to some of the world’s more prominent vanishing species.

The Multinational Species Coalition is an alliance of conservationists, zoos, veterinarians, animal welfare groups, circuses and sportsmen. The coalition was created to advocate for the Multinational Species Conservation Funds and is committed to bringing greater attention to this stamp and the funds it was designed to support. The funds will be divided among the African Elephant Conservation Fund, Asian Elephant Conservation Fund, Great Ape Conservation Fund, Rhinoceros and Tiger Conservation Fund and Marine Turtle Conservation Fund.

The stamp features an illustration of a tiger cub by artist Nancy Stahl. The artwork on the full sheet of 20 stamps is dark green and includes silhouettes of a rhinoceros, a tiger, a gorilla, Asian and African elephants and a marine turtle. Stahl based both the stamp art and the silhouettes on photographs of wildlife. The phrases “Save Vanishing Species” and “Amur tiger cub” appear on the left side of the stamp. Derry Noyes served as the art director, designer and typographer for the stamp.

Legislation creating the semipostal stamp was passed and signed into law in September 2010 as the Multinational Species Conservation Funds Semipostal Stamp Act of 2010.

Prior to today's issuance, three semipostal stamps have been issued by the U.S. Postal Service. Today, only the *Breast Cancer Research* stamp is still available for purchase:

- *Breast Cancer Research*, 1998–current. Net proceeds of nearly \$75 million to date have gone to the National Institutes of Health and the Department of Defense.
- *Heroes of 2001*, 2002–2004. Net proceeds of \$10.5 million went to the Federal Emergency Management Agency. No longer available.
- *Stop Family Violence*, 2003–2006. Net proceeds of \$3.1 million went to the U.S. Department of Health and Human Services. No longer available.

A *Save Vanishing Species* note card set, which contains 10 blank cards featuring the image of the stamp, 10 envelopes and 10 stamps, and sells for \$15.95, is available in select post offices and online at [usps.com/shop](http://usps.com/shop). The *Save Vanishing Species* stamps are available for purchase online as well.

The Multinational Species Coalition includes:

African Wildlife Foundation	International Elephant Foundation
American Bird Conservancy	International Rhino Foundation
American Veterinary Medical Association	Jane Goodall Institute
Association of Zoos and Aquariums	National Audubon Society
Bonobo Conservation Initiative	National Wildlife Federation
Born Free USA	The Nature Conservancy
Cheetah Conservation Fund	Ocean Conservancy
Chelonian Research Foundation	Safari Club International Foundation
Conservation International	Sea Turtle Conservancy
Dian Fossey Gorilla Fund International	Sierra Club
Defenders of Wildlife	The WILD Foundation
Fauna & Flora International	Wildlife Alliance
Feld Entertainment, Inc.	Wildlife Conservation Society
Humane Society of the United States / International	Wildlife Management Institute
International Crane Foundation	World Wildlife Fund
International Fund for Animal Welfare	

For more information on the semipostal stamp and the coalition, visit [fws.gov/international/semipostal](http://fws.gov/international/semipostal).

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

###

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, [usps.com](http://usps.com), the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29th in the 2010 Fortune 500. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

## How to Order the First Day of Issue Postmark

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at local postal retail offices, at The Postal Store at [usps.com/shop](http://usps.com/shop), or by calling 800-STAMP-24. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others) and place them in larger envelopes addressed to:

Save Vanishing Species Stamp  
Special Cancellations  
P.O. Box 92282  
Washington, DC 20090-9998

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 Nov. 21, 2011.

## How to Order First Day Covers

The Postal Service 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 calling 800-STAMP-24 or writing to:

Information Fulfillment  
Dept. 6270  
U.S. Postal Service  
PO Box 219014  
Kansas City, MO 64121-9014

## Philatelic Products

There are six philatelic products available for this stamp issue:

- 576662, First Day Cover, \$0.99 • 576665, Digital Color Postmark, \$1.71 • 576671, First Day of Issue Collection (Pane/Postmark Card/Program), \$19.50 • 576691, Ceremony Program, \$7.06 • 576694, Note cards (Set of 10 w/stamps), \$15.95 • 576699, Cancellation Keepsake (Digital Color Postmark w/Pane), \$12.95.

## Technical Details

Issue:	<i>Save Vanishing Species</i>
Item Number:	576600
Denomination & Type of Issue:	Non-denominated First-Class Semi-Postal (55-cents)
Format:	Pane of 20 (1 design)
Series:	N/A
Issue Date & City:	September 20, 2011, Washington, DC 20066
Designer:	Derry Noyes, Washington, DC
Art Director:	Derry Noyes, Washington, DC
Artist:	Nancy Stahl, New York, NY
Typographer:	Derry Noyes, Washington, DC
Engraver:	WRE
Modeler:	Avery Dennison, Designed and Engineered Solutions
Manufacturing Process:	Gravure
Printer:	Avery Dennison (AVR)
Printed at:	AVR, Clinton, SC
Press Type:	Dia Nippon Kiko (DNK)
Stamps per Pane:	20
Print Quantity:	100 million stamps
Paper Type:	Non-phosphored, Type III, Block
Adhesive Type:	Pressure-sensitive
Processed at:	AVR, Clinton, SC
Colors:	Yellow, Magenta, Cyan, Black, Green / Pane (Green), Text (Green)
Stamp Orientation:	Vertical
Image Area (w x h):	1.127 x 1.161 in./28.63 x 29.49 mm
Overall Size (w x h):	1.225 x 1.225 in./31.12 x 31.12 mm
Full Pane Size (w x h):	7.125 x 8.50 in./180.98 x 215.90 mm
Plate Size:	160 stamps per revolution
Plate Numbers:	"V" followed by seven (7) single digits
Marginal Markings Front:	Header: "Save Vanishing Species AFRICAN ELEPHANT · MARINE TURTLE · GREAT APE · TIGER · ASIAN ELEPHANT · RHINOCEROS" • "MULTINATIONAL SPECIES CONSERVATION FUNDS" at bottom of pane • Plate numbers in two bottom corners of pane
Marginal Markings Back:	Header: "Save Vanishing Species" • Narrative text • © 2011 USPS • USPS Logo • Plate position diagram • Barcode (576600) in lower right and left hand corners of pane • Proprietary Notice at bottom of pane • Silhouette image of each animal in text represented at bottom of pane