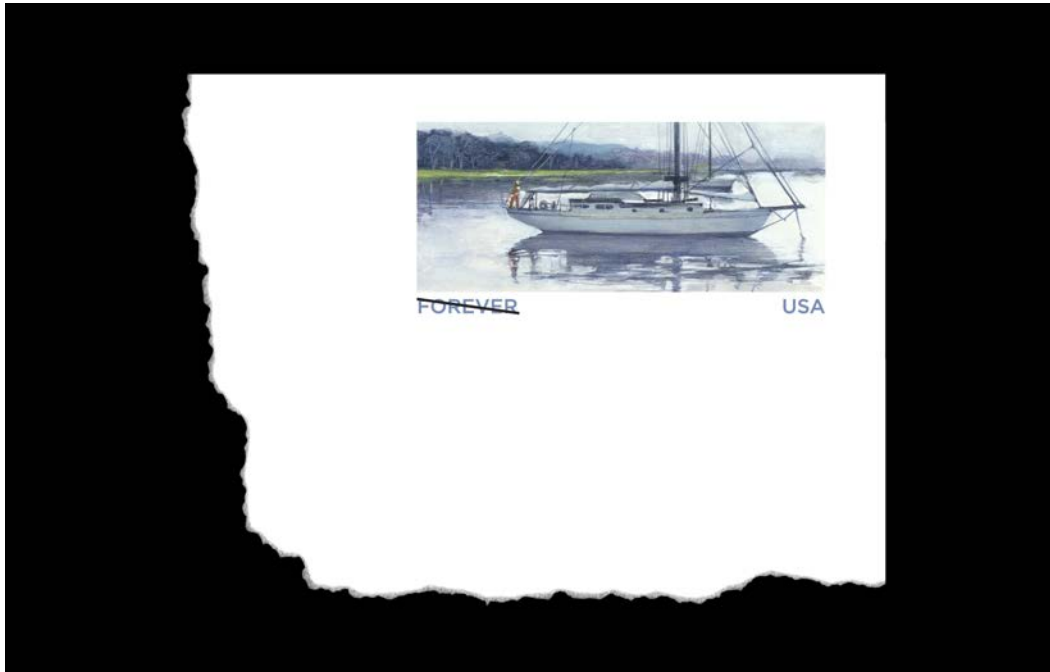


FOR IMMEDIATE RELEASE  
June 22, 2012

Contact: Mark Saunders  
202-268-6524  
[mark.r.saunders@usps.gov](mailto:mark.r.saunders@usps.gov)  
[usps.com/news](http://usps.com/news)  
Release No. 12-076



## ***Forever Stamped Sailboat Postcards Set Sail Today*** *Hundreds of Thousands to Navigate the Nation's Mail Stream*

To obtain a high-resolution image of the postcard for media use only, email [mark.r.saunders@usps.gov](mailto:mark.r.saunders@usps.gov)

LANCASTER, PA — A flotilla of 600,000 sailboats weighed anchor today in the form of Forever stamped printer-ready postcards to navigate journeys among the nation's 150 million plus addresses — and none of them will get wet.

The dedication ceremony took place today at the [63rd Annual American Topical Association \(ATA\) Exhibition Show](#).

The new Forever Stamped Sailboat postcards are available in 10 card sheets each (four cards per sheet bearing 32-cent Forever stamp images plus 3 cents per postcard) for \$14.10 per pack. Available nationwide today, the postcards can be purchased online at [usps.com/shop](http://usps.com/shop), by calling 800-STAMP-24 (800-782-6724) or by visiting Post Offices.

"This stamped postcard will be of particular interest to nautical enthusiasts," said Stamp Services Manager Stephen Kearney. "It's created in perforated sheets of four postcards each and designed for customers who want to add addresses, return addresses and/or messages for use with personal or small office printers. Moreover, as the postcard is stamped with a Forever Stamp image, it's good anytime in the future, regardless of price changes."

Kearney said the impressionistic image of a moored sailboat in Long Island Sound was created by Burton

Silverman of New York City, who worked under the guidance of art director Derry Noyes of Washington, DC. Silverman based the painting on a photograph he took during a summer sailing trip.

The Postal Service issued individual [Forever Stamped Sailboat postcards](#) on Jan. 22, 2012, in Oyster Bay, NY.

Customers may view the Forever stamped Sailboat postcard, as well as many of this year's other stamps, on Facebook at [facebook.com/USPSStamps](https://www.facebook.com/USPSStamps), through [Twitter @USPSstamps](#) or on the website *Beyond the Perf* at [beyondtheperf.com/2012-preview](http://beyondtheperf.com/2012-preview). Beyond the Perf is the Postal Service's online site for background on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

### **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 a local Post Office, at The Postal Store website at [usps.com/shop](http://usps.com/shop) or by calling 1-800-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:

Sailboat Printer-Ready Stamped Card  
Postmaster  
1400 Harrisburg Pike  
Lancaster, PA 17604-9998

After applying the first-day-of-issue postmark, the Postal Service will return the cards by mail. There is no charge for the postmark. All orders must be postmarked by Aug. 22, 2012.

### **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*, online at [usps.com/shop](http://usps.com/shop) or by calling 800-782-6724. Customers may request a free catalog by calling 800-782-6724 or writing to:

U.S. Postal Service Catalog Request  
PO Box 219014  
Kansas City, MO 64121-9014

### **Philatelic Products**

There is one philatelic product available:  
224461, [First-Day Cover](#) (Sheet of 4), \$1.53.

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

# # #

**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 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 \$65 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 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *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 for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

Follow the Postal Service on [www.twitter.com/USPSstamps](http://www.twitter.com/USPSstamps) and at [www.facebook.com/USPSSTAMPS](http://www.facebook.com/USPSSTAMPS)