



POSTAL NEWS

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U.S. Postal Service Accepting Pre-Orders For Lunar New Year Forever Stamps

High-resolution images of the stamps are available for media use only by emailing mark.r.saunders@usps.gov

WASHINGTON — The U.S. Postal Service will welcome the Year of the Snake with a bang by issuing the sixth of 12 stamps in its Celebrating Lunar New Year series. Customers may pre-order the Forever stamps now at usps.com/stamps or by phone at 800-STAMP24 (800-782-6724) for delivery a few days following the dedication ceremony.

The Celebrating Lunar New Year: Year of the Snake Forever stamps sheet of 12 Forever stamps will be issued early next year. The date and location for the First-Day-of-Issue dedication ceremony has yet-to-be-determined.

The Year of the Snake takes place between Feb. 10, 2013, and Jan. 30, 2014. First introduced in 2008, the series will continue through 2019 with stamps for the Years of the Horse, Ram, Monkey, Rooster, Dog and Boar.

The snake is one of twelve animals associated with the Chinese lunar calendar. According to an old legend, the animals raced across a river to determine their order in the cycle. The rat crossed

by riding on the back of the ox, jumping ahead at the last minute to win the race. The tiger, rabbit, and dragon came in after the ox, followed by the snake in sixth place.

People born in the year of a particular animal are said to share characteristics with that animal. Individuals born during the Year of the Snake are said to be deeply philosophical, mysterious, and comfortable being alone.

The Lunar New Year is celebrated primarily by people of Chinese, Korean, Vietnamese, Tibetan and Mongolian heritage in many parts of the world. Images associated with some of these widespread customs are depicted in the Celebrating Lunar New Year series.

Customers may view the Lunar New Year Forever stamps, as well as many of next year's other stamps on Facebook at facebook.com/USPSStamps, on *Twitter* [@USPSstamps](https://twitter.com/USPSstamps) or on the website *Beyond the Perf* at beyondtheperf.com/2013-preview. Beyond the Perf is the Postal Service's online site for information on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

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

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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*®, 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.

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