



## STAMP ALERT

FOR IMMEDIATE RELEASE  
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### Great Spangled Fritillary Butterfly Stamp to Flutter on Greeting Cards

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

KANSAS CITY, MO — The beautiful Great Spangled Fritillary Butterfly gets its stamp of approval and takes flight on postage today from the nation's Post Offices as a 70-cent stamp. Customers may purchase the stamps at [usps.com/stamps](http://usps.com/stamps), 800-STAMP24 (800-782-6724) and at Post Offices.

The stamp is primarily designed to be used on 1-ounce greeting cards that are irregular in shape requiring the nonmachinable surcharge. Participating greeting card manufacturers are printing silhouette images of a butterfly on their envelopes, making it easy for customers to understand the new butterfly stamp or equivalent postage is all that is needed to mail the card. The stamp is also good for mailing First-Class letters and cards weighing up to 2 ounces.

Tom Engeman of Frederick, MD, created the stamp image under the direction of Derry Noyes of Washington, DC.

#### The Butterfly

The great spangled fritillary (*Speyeria cybele*) is named for the silvery spots found on the undersides of its wings. A large butterfly with a wingspan of 2.25 to 4 inches, it is found in all northern states and ranges as far south as northern Georgia in the east and central California in the west. It is rarely found in the central United States. Even though this striking butterfly is a common sight in much of the country, it can be puzzling to identify. Not only are females slightly darker than males, but individuals in eastern populations are more orange in color, while those in western populations are browner.

Although their markings may vary, all great spangled fritillaries have one thing in common: a very close

relationship with violets. Females lay their eggs on or near clumps of violets in August or September. When the eggs hatch, the larvae crawl to nearby violet plants where they hide among fallen leaves and begin to hibernate. When spring arrives, the caterpillars come out of hibernation and feed on fresh violet leaves before forming a chrysalis and transforming into adult butterflies. Male great spangled fritillaries emerge slightly before females do, starting in early summer. After mating in June or July, the males die. The females have long lives for butterflies, often surviving into October, when their frayed wings show their age.

Strong and fast flyers, adult great spangled fritillaries visit a wide range of flowers to feed on nectar. They are most often spotted in open habitat such as meadows, pastures, and prairies. The Postal Service began the line of First-Class Surcharge rate stamps featuring butterflies with the Monarch issuance in 2010, [Baltimore Checkerspot](#) followed in 2012 and [Spicebush Swallowtail](#) in 2013.

Customers may view the Great Spangled Fritillary Butterfly stamps, as well as many of this year's other stamps, on Facebook at [facebook.com/USPSStamps](https://facebook.com/USPSStamps), on Twitter [@USPSstamps](https://twitter.com/USPSstamps) or at [USPSstamps.com](https://USPSstamps.com).

### **Ordering First-Day-of-Issue Postmarks**

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at local Post Offices, at The Postal Store at [usps.com/shop](https://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:

Great Spangled Fritillary(Butterfly) Stamp  
Cancellation Services  
8300 NE Underground, Pillar 210  
Kansas City, MO 64144-0001

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 up to a quantity of 50. For more than 50, the price is five cents each. All orders must be postmarked by April 13, 2014.

### **Ordering 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](https://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 are seven philatelic products available for this stamp issue:

- 116606, Press Sheet w/Die Cuts, \$140.00 (print quantity of 2,500).
- 116608, Press Sheet w/o Die Cuts, \$140.00 (print quantity of 2,500).
- 116610, Keepsake (Pane & Digital Color Postmark Set), \$15.95.
- 116616, First-Day Cover, \$1.14.
- 116621, Digital Color Postmark, \$1.85.
- 116631, Stamp Deck Card, \$0.95.
- 116632, Stamp Deck Card w/Digital Color Postmark, \$2.20.

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: 152 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 more than 31,000 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 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fifth Most Trusted Business in the nation by the Ponemon Institute.

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