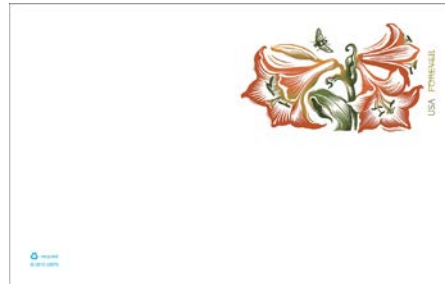


FOR IMMEDIATE RELEASE  
July 31, 2015

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## **U.S. Postal Service Issues Fanciful Flowers Stamped Card** *Dedication Ceremony Held at National Topical Stamp Show*

A high-resolution image of the stamped card is available for media use only by emailing [roy.a.betts@usps.gov](mailto:roy.a.betts@usps.gov)

CLACKAMAS, OR — The U.S. Postal Service today dedicated the Fanciful Flowers Forever stamped card at the National Topical Stamp Show.

Flowers are a favorite subject of artists who draw inspiration from their exquisite beauty and varied shapes and colors. They also make beautiful stamps.

The 39-cent Fanciful Flowers stamped card, featuring a stylized illustration of flowers and a bee, offers a touch of summer to tidings sent to friends and family.

This whimsical rendering in red, white and green was inspired by observations of life in a garden. The artist used a process similar to woodblock printing to create the stamp art.

The colored petals and fragrances of flowers attract bees, providing these important flower pollinators with food and other nutrients in the form of energy-producing nectar and protein-rich pollen. This mutually beneficial relationship has facilitated the evolution of flowers and bees alike.

Art director Ethel Kessler designed the stamped card, which was illustrated by Cathie Bleck.

As a Forever stamped card, postage for the Fanciful Flowers card will always be equal to the value of the stamped postcard price in effect at the time of use, even if the price increases after purchase.

Customers may purchase the Fanciful Flowers stamped card at [usps.com/stamps](http://usps.com/stamps), the [Postal Store](http://PostalStore), at 800-STAMP24 (800-782-6724) and at Post Offices nationwide. A wide variety of stamps and collectibles also is available at [ebay.com/stamps](http://ebay.com/stamps).

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

Customers have 60 days to obtain first-day-of-issue postmarks by mail. They may purchase new cards at local Post Offices, at the Postal Store [usps.com/shop](http://usps.com/shop), or by calling 800-STAMP-24. They should address the cards to themselves or others, and place them in envelopes addressed to:

Fanciful Flowers Stamped Cards  
Marketing Manager  
Portland District Marketing  
P.O. Box 4029  
Portland, OR 97208-4029

After applying the first-day-of-issue postmark, the Postal Service will return cards through the mail. There is no charge for postmarks up to a quantity of 50. For more than 50, customers are charged 5 cents each. All orders must be postmarked by Sept. 29, 2015.

### **Ordering First-Day Covers**

The Postal Service also offers first-day covers for new stamps and 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 two philatelic products for this stamp issue.

- 222116, Single card with cancellation, \$0.51.
- 228116, Double-reply card with cancellation, \$0.90.

Many of this year's other stamps may be viewed on Facebook at [facebook.com/USPSStamps](https://facebook.com/USPSStamps), or via Twitter [@USPSstamps](https://twitter.com/USPSstamps).

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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