



FOR IMMEDIATE RELEASE  
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## POSTAL NEWS

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### Postal Service Dedicates New U.S. Flag Forever Stamp

FT. LAUDERDALE — The U.S. Postal Service issued the crisp new U.S. Flag Forever stamp today at the [American Stamp Dealers Association Winter Postage Stamp Show](#) in Ft. Lauderdale.

“Since 1957, the Postal Service has produced colorful stamps that celebrate the American flag in all of its beautiful red, white and blue glory,” said U.S. Postal Service District Manager Timothy Costello in dedicating the stamp. “Through this stamp, the Postal Service reminds us all of the importance of showing our patriotism and pride all year round.”

American Stamp Dealers Association Executive Director Dana Guyer served as master of ceremonies.

For more than half a century, U.S. stamps have depicted the American flag in vivid red, white and blue. This eye-catching new issuance continues that tradition with a striking graphic design of a flag.

The stamps are [available in booklets of 20 and coils of 100](#).

The digital illustration by [Kit Hinrichs](#) of San Francisco shows a flag with crisp folds and a contemporary look, with a shadow on the small, visible portion of the back to suggest a sense of depth.

Although the American flag had appeared on U.S. stamps as far back as 1869, usually as a small element in a larger vignette, it was only in 1957 that the U.S. Post Office Department developed a quick and economical way to produce bicolor or multicolor stamps that could depict the flag in red, white and blue, thanks to a special press acquired from the Bureau of Engraving and Printing. In the decades since, multicolored flags have become a consistent motif on U.S. postage. Whether paired with famous landmarks, shown against inspiring vistas, placed in their historical context, or used as a graphic element

in a larger design, the flags on U.S. stamps connect us to our nation's history and serve as icons of patriotism for generations to come.

[Ethel Kessler](#) of Bethesda, MD, served as art director for this stamp, which will be issued as a Forever stamp. This Forever stamp will always be equal in value to the current First-Class Mail 1-ounce price.

### **Stamp ideas welcome**

The public is encouraged to submit stamp suggestions. Visit this [link](#) for details on the stamp selection process and instructions for submitting suggestions in writing. Due to the time required for research and approval, ideas for stamp subjects should be received at least three years prior to proposed release. Each submission should include pertinent historical information and important dates associated with the subject.

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

Customers have 60 days to obtain first-day-of-issue postmarks by mail. They may purchase new stamps at Post Office locations, at The Postal Store [usps.com/shop](https://usps.com/shop) or by calling 800-782-6724. Customers must affix the stamps to envelopes of their choice, address the envelopes to themselves or others and place them in larger envelopes addressed to:

FDOI – U.S. Flag 2018 Stamp  
USPS Stamp Fulfillment Services  
8300 NE Underground Drive, Suite 300  
Kansas City, MO 64144-9900

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes 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 April 9, 2018.

### **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 *USA Philatelic* publication and online at [usps.com/shop](https://usps.com/shop). Customers may register to receive a free *USA Philatelic* publication online at [usps.com/philatelic](https://usps.com/philatelic).

### **Philatelic Products**

The following Philatelic products are available at [usps.com/shop](https://usps.com/shop).

- 678216 First-Day Cover \$0.94
- 678230 Ceremony Program \$6.95

You may view many of this year's other stamps on Facebook at [facebook.com/USPSStamps](https://facebook.com/USPSStamps) or via Twitter [@USPSstamps](https://twitter.com/USPSstamps). All postage stamps are available for purchase at Post Offices, online at [usps.com](https://usps.com), and by toll-free phone order at 1-800 STAMP-24.

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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