

Dec. 14, 2018

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- What:** The U.S. Postal Service continues its tradition of celebrating Kwanzaa, an annual Pan-African holiday that brings family, community, and culture together for many African Americans. News of the stamp is being shared with the hashtag #KwanzaaStamps.
- Who:** Ronald A. Stroman, Deputy Postmaster General and Chief Government Relations Officer
- When:** Wednesday, Oct. 10, 2018, 11 a.m., Eastern Daylight Time
- Where:** North Carolina State University  
Witherspoon Student Center  
African American Cultural Center  
2810 Cates Avenue  
Raleigh, NC 27606
- RSVP:** Dedication ceremony attendees are encouraged to RSVP at [usps.com/kwanzaa](http://usps.com/kwanzaa) to gain entrance to the event
- Background:** With this new stamp design, the U.S. Postal Service continues its tradition of celebrating Kwanzaa, the annual Pan-African holiday, which takes place over seven days from Dec. 26 to Jan. 1 and brings family, community and culture together for many African-Americans.  
The stamp art depicts a man, woman and child adorned in a mixture of western and traditional clothing, paying tribute to the holiday's focus on the contemporary African-American experience while also drawing on African roots. The family is gathered around a kinara (candleholder), the warm light from the seven candles (*mishumaa saba*) illuminating their faces. Several other important Kwanzaa symbols sit on the table — a few ears of corn (*muhindi*) and various fruits and vegetables (*mazao*); the *kikombe cha*

*umoya* (unity cup); and the *mkeka*, a straw mat on top of which everything is placed.

Each year, millions of African-Americans gather with friends and family throughout the week of Kwanzaa to honor the holiday's seven founding principles — unity (*Umoja*), self-determination (*Kujichagulia*), collective work and responsibility (*Ujima*), cooperative economics (*Ujamaa*), purpose (*Nia*), creativity (*Kuumba*) and faith (*Imani*). Each day of Kwanzaa is dedicated to the focus of one of these seven principles, collectively known as the *Nguzo Saba*.

Artist Floyd Cooper worked with art director Derry Noyes, who designed the stamp. This is the seventh stamp design issued by the Postal Service in celebration of Kwanzaa. The first Kwanzaa commemorative stamp was issued in 1997. New designs also were issued in 2004, 2009, 2011, 2013 and 2016.

The Kwanzaa stamp is being issued as a Forever stamp. This Forever stamp will always be equal to the current First-Class Mail 1-ounce price.

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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