

FOR IMMEDIATE RELEASE
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The Traditional Day of Togetherness Honored on U.S. Postage Stamp *Thanksgiving Day Parades Featured*

A high-resolution image of the stamp is available for media use only by emailing roy.a.betts@usps.gov

NEW YORK — This turkey day the nation has something extra special to appreciate – besides Mom’s dressing.

Today, the U.S. Postal Service issued a commemorative stamp in four designs featuring iconic scenes inspired by America’s variety of Holiday celebrations, including the Macy’s Thanksgiving Day Parade®. The stamp dedication ceremony was held at Macy’s Herald Square.

Observed every year on the fourth Thursday of November, Thanksgiving is a traditional day of togetherness, when Americans of all backgrounds gather to reflect on the events of the past and give thanks for all they presently enjoy, especially family and friends. Held in large cities and small towns throughout the U.S., Thanksgiving Day parades have been an important part of this tradition since the early 20th century. A typical parade features marching bands, colorful floats, large balloons of favorite animals and popular characters, and, of course, crowds of delighted onlookers.

“Thanksgiving Day stems from a rich history of American celebrations,” said Joseph Corbett, U.S. Postal Service chief financial officer and executive vice president, who dedicated the stamp. “The best known of these is the first harvest festival at Plymouth, where in autumn 1621, some 50 colonists and 90 Native Americans gathered for a three-day feast to offer thanks for a bountiful harvest.

“In 1863, President Abraham Lincoln issued a Proclamation of Thanksgiving, marking the beginning of national recognition of an annual U.S. Thanksgiving holiday,” Corbett said. “The Postal Service is proud to carry on this rich tradition through the issuance of these colorful stamps.”

Joining Corbett at the stamp dedication ceremony were Robin Hall, executive producer, Macy’s Parade and Entertainment Group, and Jean Picker Firstenberg, chair, USPS Citizens’ Stamp Advisory Committee.

“Paul Rogers beautiful rendering of a New York street teeming with energy and life under a winter sky

filled with giant helium balloons captures the spirit and the purpose of the Macy's Thanksgiving Day Parade perfectly," said Robin Hall, executive producer, Macy's Thanksgiving Day Parade. "And like the Macy's Parade itself, it mirrors a moment in time; it's both a snapshot of popular culture and a reflection of our enduring traditions."

These four stamps illustrate a lively marching band, large balloons of favorite animals and popular characters, and crowds of delighted onlookers. Drawing on the long and rich visual history of Thanksgiving Day parades in the U.S., artist Paul Rogers of Pasadena, CA, based his design on American advertising and poster art from the mid 20th century. Rogers used a combination of airbrush and digital media to create the colorful and nostalgic images featured on the stamps.

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at www.usps.com/news.

An independent federal agency, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 149 million residences, businesses and Post Office Boxes, six days a week. It has 34,000 retail locations and relies on the sale of postage, products and services, not tax dollars, to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years by the Ponemon Institute, the Postal Service has annual revenue of \$75 billion and delivers nearly half the world's mail. To learn about the history of the Postal Service visit the Smithsonian's National Postal Museum: www.postalmuseum.si.edu.

How to Order the First-Day-of-Issue Postmark

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at a local Post Office, at The Postal Store website at www.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 a larger envelope addressed to:

Thanksgiving Day Parade Stamp
Postmaster
421 Eighth Ave., Room 2029B
New York, NY 10199-9998

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. All orders must be postmarked by Nov. 10, 2009.

How to Order First-Day Covers

Stamp Fulfillment Services 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. Customers may request a free catalog by calling 800-STAMP-24 or writing to:

Information Fulfillment
Dept. 6270
U.S. Postal Service
PO Box 219014
Kansas City, MO 64121-9014

Philatelic Products

There are four philatelic products available for this stamp issue:

- 463763, First-Day Cover Set of 4, \$3.28
- 463768, Digital Color Postmark Set of 4, \$6.00
- 463791, Ceremony Program, \$6.95
- 463799, First-Day Cover Digital Color Postmark & Pane of 20 (Set of 4), \$14.80