

FOR IMMEDIATE RELEASE
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United States Postal Service Dedicates Love Forever Stamp

U.S. Olympic Hopeful Julie Zetlin Performs at Special Ceremony



To obtain a high-resolution image of these stamps for media use only, email roy.a.betts@usps.gov.

COLORADO SPRINGS, CO — The U.S. Postal Service today dedicated the new Love Ribbons Forever Stamp at the Colorado Springs Olympic Training Center. The stamp went on sale early Feb. 2 and is available at many Post Offices. Stamps also may be purchased at usps.com and by phone at 800-782-6724.

“On behalf of the U.S. Postal Service, it is my privilege to dedicate the latest addition to one of our most popular, colorful and beloved stamp themes, the LOVE stamp series,” said Selwyn Epperson, district manager, Customer Service and Sales, Colorado/Wyoming District. “This year, we are adding ribbons to that list, specifically, Love Ribbons. Like stamps, ribbons often adorn our special packages to friends and family,” said Epperson.

“As you celebrate all of the wonderful events that are coming up this year, Mother’s Day, Father’s Day, birthdays, graduations and weddings, or whatever the occasion, remember the Love Ribbons Forever Stamp,” said Epperson.

Today’s dedication ceremony featured a special performance by U.S. Olympic hopeful Julie Zetlin of

Bethesda, MD, and the United States National Rhythmic Gymnastics Team.

Also, participating in the ceremony were John Register, associate director, Community and Military Programs, United States Olympic Committee; Glen Werner Roseboom, director, Colorado Springs Olympic Training Center; and Heather Skold, main anchor, KRDO NewsChannel 13, ABC.

For nearly 40 years, the LOVE stamps have featured a wide range of subjects, including flowers, Victorian lace, cherubs, swans, candy hearts and abstract designs.

Graphic Illustrator Louise Fili, under the guidance of art director Derry Noyes, designed the LOVE Ribbons Forever Stamp to feature pink-tinged satin ribbons that spell out the word "Love" in an elegant, graceful, cursive script on a bright red background.

The Love Ribbons Forever Stamp is being issued as a Forever Stamp in self-adhesive sheets of 20. Forever stamps are always equal in value to the current First-Class Mail 1-ounce price. The stamps are being sold at a price of 45 cents each, or \$9 per sheet.

Customers may view the Love Ribbons Forever Stamp, as well as many of this year's other stamps, on Facebook at [facebook.com/USPSStamps](https://www.facebook.com/USPSStamps), through [Twitter @USPSStamps](https://twitter.com/USPSStamps) or on the website *Beyond the Perf* at beyondtheperf.com/stamp-releases/2012. *Beyond the Perf* is the Postal Service's online site for background on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

How to Order the First-Day-of-Issue Postmark, Love Ribbons Forever Stamp

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 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:

Love Ribbons Stamp
Postmaster
201 E. Pikes Peak Avenue
Colorado Springs, CO 80903-9998

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes by mail. There is no charge for the postmark. All orders must be postmarked by April 14, 2012.

How to Order 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. Customers may request a free catalog by calling 800-782-6724 or writing to:

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

Philatelic Products

There are four philatelic products available for this stamp issue:

- 577261, First-Day Cover, \$.89.
- 577265, Digital Color Postmark, \$1.60.
- 577291, Ceremony Program, \$6.95.
- 577299, Cancellation Keepsake (Digital Color Postmark w/Pane), \$10.95.

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, 151 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 32,000 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 35th in the 2011 Fortune 500. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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