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Gov. Abercrombie, Vintage Shirts Share Spotlight at Aloha Shirts Stamp Event

UPDATE:

Two of the vintage aloha shirts depicted on the Postal Service's new post cards will be on display at the Jan. 19 First Day of Issue event in Honolulu. The two that will be on display are the red shirt, depicting surfers, and the white shirt, depicting shells and fish. Also at the event, renowned graphic artist Carl Herrman, will be flying in from his Las Vegas studio to design the stamps.

What:

The U.S. Postal Service will commemorate Hawaii's iconic Aloha shirts by releasing a series of Aloha Shirts post card stamps on Jan. 19. The stamps will be unveiled and sold at a First Day of Issue ceremony in Honolulu by Hawaii Gov. Neil Abercrombie and USPS Honolulu District Manager Frank Santos.

Who:

Neil Abercrombie, Governor, Hawaii
 Ric Noyle, Honolulu Photographer of images depicted on the Aloha Shirts stamps
 Dale Hope, Author and Aloha Shirt authority
 Frank Santos, Acting District Manager, U.S. Postal Service Honolulu

When:

Thursday, Jan. 19, from 2:30 to 3 p.m.

Where:

Honolulu Main (Airport) Post Office

Background:

Two of the five classic shirts depicted in the stamp art showcase surfers and the island's natural beauty, including fossil fish, shells, and sea stars; another shows a bird of paradise flower; and one depicts a volcano. Manufacturer Alfred Shaheen created four of the shirts depicted on the stamps: a black shirt with a pattern of surfboards and shells; the bird of paradise flower; a shirt depicting a volcano; and a white shirt with a pattern of shells and fish. The red shirt showing surfers and a large wave was manufactured by the retailer Watumull's and Leilani—the shirt depicting the bird of paradise flower was manufactured by the retailer Watumull's and Leilani. Art director Carl Herrman designed these stamps using photos by Noyle.

The stamps will be available for purchase at the First Day of Issue ceremony. Collectors will be able to purchase the Aloha Shirts stamps free with a special commemorative First Day of Issue postmark by postal purchase. The stamps themselves will be available for purchase on Jan. 19 at Post Office 1500 Ala Moana Blvd., Honolulu, 96813-8267. Call 808-672-6724.

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Note to media: A high-resolution image of the CNMI stamp is available by request from duke.gonzales@usps.gov

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. It 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 for the 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 be in the 2011 Fortune 500. In 2011, the U.S. Postal Service was ranked number one in overall service performance, out of the top 20 wealthiest nations in the world, Oxford Strategic Consulting. Hispanic Business magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the most trusted in the nation by the Ponemon Institute.

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