

FOR IMMEDIATE RELEASE  
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**Rosa Parks Forever Stamp on Sale Nationwide Today**  
*Second in New Set of Civil Rights Stamps Commemorates Historic  
Acts of Freedom, Courage, Equality*



To obtain a high-resolution image of this stamp for media use only, email [roy.a.betts@usps.gov](mailto:roy.a.betts@usps.gov).

DEARBORN, MI — On what would have been her 100th birthday, the U.S. Postal Service today issued the Rosa Parks Forever Stamp during the National Day of Courage celebration at The Henry Ford Museum in Dearborn.

The Rosa Parks Forever Stamp goes on sale today at Post Offices nationwide, and can be purchased online at [usps.com/stamps](http://usps.com/stamps) or by phone at 800-STAMP24 (800-782-6724).

“Rosa Parks was the epitome of courage. Her single act of defiance changed a nation. Today, her legacy lives on for generations as we bestow upon her one of America’s highest honors,” said Deputy Postmaster General Ronald A. Stroman. “Her quiet strength helped to change a nation. Let this stamp be a symbol of her courage and determination. And, let it remind us to never forget the indignities of days gone by — and to never stop fighting for the aspirations of generations yet unborn.”

Joining Stroman to dedicate the stamp were Patricia Mooradian, president, The Henry Ford Museum; Carolyn House Stewart, international president, Alpha Kappa Alpha Sorority, Inc.; and the Spain School of Excellence Concert Choir. Honored guests were Sen. Carl Levin, Reps. John Conyers and Gary Peters, civil rights activist Julian Bond, and Elaine Eason Steele, co-founder, Rosa and Raymond Parks Institute for Self Development.

The National Day of Courage was established to encourage every American to take a stand and commit themselves to do something courageous just as Parks did Dec. 1, 1955, when she

refused to give up her seat to a white man on a Montgomery, AL, city bus. That singular act of courage helped spark the civil rights movement and a new era in the American quest for freedom and equality.

Earlier in the day, a special ceremony was held to preview the Rosa Parks stamp at the Charles H. Wright Museum of African American History in Detroit. In 1987, Parks co-founded the Rosa and Raymond Parks Institute for Self Development in Detroit to inspire young people to behave in a socially responsible way.

Customers may view the Rosa Parks Forever Stamp and preview other stamps to be issued in 2013 at [www.usps.com/stamps](http://www.usps.com/stamps) and on Facebook at [facebook.com/USPSStamps](https://facebook.com/USPSStamps), on [Twitter @USPSstamps](https://twitter.com/USPSstamps) or on the website *Beyond the Perf* at [beyondtheperf.com/2013-preview](http://beyondtheperf.com/2013-preview). Beyond the Perf is the Postal Service's online site for information on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

#### **How to Order 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 or by calling 800-782-6724. 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:

Rosa Parks Stamp  
Postmaster  
1401 W. Fort Street  
Detroit, MI 48233-9998

Rosa Parks Stamp  
Postmaster  
3800 Greenfield Road  
Dearborn, MI 48120-9998

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 April 4, 2013.

#### **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*, online at [usps.com/shop](http://usps.com/shop), or by calling 800-782-6724. Customers may request a free catalog by calling 800-782-6724 or writing to:

U.S. Postal Service  
Catalog Request  
PO Box 219014  
Kansas City, MO 64121-9014

#### **Philatelic Products**

There are 10 philatelic products available for this stamp issue:

- 470406 Press Sheet with Die Cuts, \$92.00 (print quantity of 2,500)
- 470408 Press Sheet without Die Cuts, \$92.00 (print quantity of 2,500)
- 470410 Keepsake (Pane & Digital Color Postmark Set), \$10.95
- 470416 First-Day Cover (Detroit), 90 cents
- 470417 First-Day Cover (Dearborn) 90 cents
- 470421 Digital Color Postmark (Detroit), \$1.61
- 470422 Digital Color Postmark (Dearborn), \$1.61
- 470430 Ceremony Program, \$6.95
- 470431 Stamp Deck Card, 95 cents
- 470432 Stamp Deck Card w/Digital Color Postmark, \$1.96

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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**Please Note:** For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

For reporters interested in speaking with a regional Postal Service public relations professional, please go to <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.

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. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *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 for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

Follow the Postal Service [on www.twitter.com/USPSstamps](http://www.twitter.com/USPSstamps) and at [www.facebook.com/USPSSTAMPS](http://www.facebook.com/USPSSTAMPS).

**About The Henry Ford:**

The Henry Ford, in Dearborn, Michigan, is the world's premier history destination and a National Historic Landmark that celebrates American history and innovation. Its mission is to provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Its purpose is to inspire people to learn from these traditions to help shape a better future. Five distinct attractions at The Henry Ford captivate more than 1.5 million visitors annually: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution's campus and was founded in partnership with The Henry Ford, Ford Motor Company and Wayne County Public Schools. For more information please visit our website [thehenryford.org](http://thehenryford.org).

**About the Charles H. Wright Museum for African American History:**

Founded in 1965 and located in the Cultural Center of Detroit, Michigan, the **Charles H. Wright Museum of African American History** is the world's largest institution dedicated to educating the public about African American history and culture. The museum has more than 30,000 artifacts and archival materials, including numerous collections on African American history and the Underground Railroad. True to its educational mission, the museum provides research and teaching resources through its websites and is on the forefront of digitizing and making its archives available online and accessible to all through innovative partnerships and technologies. For more information please visit our website [thewright.org](http://thewright.org).

**About the Rosa and Raymond Parks Institute for Self Development:**

The Rosa and Raymond Parks Institute for Self Development motivates youth to reach their highest potential. We have designed programs based on Mrs. Parks' philosophy of "Quiet Strength" which engages youth in hands-on experiences to build practical day-to-day living skills. We promote multicultural participation in our program to provide youth with a cross-cultural exposure for nurturing a global and inclusive perspective.