



## POSTAL NEWS

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### Deer Forever Stamped Postcard Traverses Nation's Mailstream Today

*A high-resolution image of the stamped postcard is available for media use only by emailing: [mark.r.saunders@usps.gov](mailto:mark.r.saunders@usps.gov).*

MIDDLEBURG, VA — Perfect for writing short personal notes and business communications, nature and animal lovers will be enamored with the new Deer Forever Stamped postcard that begins migrating from the nation's Post Offices today.

Good for mailing anytime in the future regardless of price changes, the postcard also is available at [usps.com/stamps](http://usps.com/stamps) by calling 800-STAMP24 (800-782-6724).

The 37-cent postcard (33-cent postage plus a 4-cent surcharge) is available:

- As individual postcards.
- In sheets of 40.
- As a 74-cent double reply product consisting of two postcards. Businesses and individuals use double-reply postage-paid postcards to easily obtain responses.

U.S. Postal Service Northern Virginia District Marketing Manager Kimberley Timberlake dedicated the Forever stamped postcard at the First-Day-of-Issue ceremony that took place at the Middleburg Post Office.

"We think our customers will find these beautifully designed postcards perfect for sending quick notes to loved ones and friends," said Timberlake.

Cathie Bleck of Cleveland Heights, OH, created the Deer Forever Stamped postcard artwork under the direction of Ethel Kessler of Bethesda, MD. The postcard depicts the silhouette of a gold colored white-tailed buck surrounded by gold and green cactails and grasses to capture the

deer's graceful look.

### **The Whitetail Deer**

The whitetail deer is found in many countries around the world and is the most common species of deer in the United States. Excellent runners and swimmers, whitetails can run at speeds exceeding 30 miles per hour.

In the 1800s, people on the frontier fashioned deerskins into jackets, clothing and moccasins, and even traded the skins, known as buckskin, as a form of currency. As a result, a dollar bill is known as a "buck" to this day.

Customers may view the Deer Forever Stamped postcard, as well as many of this year's other stamps, on Facebook at [facebook.com/USPSStamps](https://www.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.

### **Ordering First-Day-of-Issue Postmarks**

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase the new stamped cards at local Post Offices, at [usps.com/stamps](http://usps.com/stamps) or by calling 800-STAMP-24. They should address the stamped cards to themselves or others and place them in a larger envelope addressed to:

Deer Stamped Card  
Postmaster  
113 W. Washington Street  
Middleburg, VA 20117-9998

After applying the first-day-of-issue postmark, the Postal Service will return the stamped cards through the mail. There is no charge for the postmark if requests are for less than 50. There is a 5-cent charge per postmark for orders exceeding 50. All orders must be postmarked by May 8.

### **Ordering First-Day Covers**

The Postal Service also offers first-day covers for new stamp and stationery issues. These items are 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**

Two philatelic products are available:

- 225116, [Deer Stamped Card First-Day Cover](#). This elegant Deer Forever stamped postcard features a graceful illustration of a deer surrounded by cattails and grasses, and includes an official first-day-of-issue postmark. The standard four-bar postmark includes the official first-day-of-issue date and location for the stamp. The first-day cover is priced at 49 cents.
- 225216, [Deer Double-reply card w/cancellation](#). Each of the two attached Deer Forever stamped postcards that form this elegant double reply card features the deer illustration and includes an official first-day-of-issue postmark. The standard four-bar postmark

includes the official first-day-of-issue date and location for the postcard which is priced at 86 cents.

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: 152 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 more than 31,000 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 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fourth Most Trusted Business in the nation by the Ponemon Institute.

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