



POSTAL NEWS

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Postal Service Celebrates the Adventures of Harry Potter with Issuance of Limited-Edition Stamp Collection

20-Stamp Souvenir Booklet Features Scenes from Warner Bros. Films

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

ORLANDO, FL — With Hogwarts castle as the backdrop, the U.S. Postal Service today dedicated 20 new Forever stamps featuring images of Harry Potter, the extraordinary boy wizard, and the adventures he encounters with the friends, heroes, villains and creatures that make up his world.

The Wizarding World of Harry Potter at Universal Orlando Resort was the location for the historic stamp unveiling ceremony. The stamps go on sale today online at usps.com/stamps, at the Postal Store on eBay at ebay.com/stamps, by calling 800-STAMP24 (800-782-6724) or at select Post Offices.

“The magical world created by J.K. Rowling and brought to life over the course of eight films continues to captivate audiences around the world. We are proud to partner with the U.S. Postal Service to offer fans such a unique and historic way to engage with the beloved characters, creatures and adventures in the series,” said Brad Globe, president of Warner Bros. Consumer Products.

“The U.S. Postal Service is proud to issue the Harry Potter limited-edition Forever stamp collection,” said Postal Service Board of Governors Chairman Mickey Barnett. “From improbable heroes and magical creatures to schoolroom antics and daring battles, the majestic *Harry Potter* stamps will inspire fans of all ages.”

“We are delighted to work with Warner Bros. on the release of these stamps,” said Postal Service Chief Marketing and Sales Officer Nagisa Manabe. “This has been an excellent partnership as we celebrate this fantastic movie franchise.”

Warner Bros.’ *Harry Potter* films brought author J.K. Rowling’s magical world to the screen, giving physical shape to the characters, creatures and places that had lived in readers’ imaginations since publication of the first book. Today, the Postal Service delivers 20 new stamps as a souvenir booklet to celebrate this exceptional boy wizard.

The folded 20-stamp booklet has five pages. When folded, the front cover features the title *Harry Potter*, with an image of Harry playing Quidditch, the beloved wizarding sport. The back cover has a picture of a young Harry in class, taking notes with his quill; the title *Harry Potter* is centered under the picture. When the booklet is opened, an illustration of Hogwarts castle covers two pages on the back, with text that reads, "Just before his eleventh birthday, a boy received a letter that would change his life...and captivate the imagination of fans for generations." Selvage text appears on the fifth page.

Inside are five groupings of four stamps, each grouping set on its own page. Each set of four stamps surrounds the red wax seal of Hogwarts School of Witchcraft and Wizardry. The stamps feature scenes of some of the brave heroes, fearsome villains and extraordinary creatures that inhabit Harry's world in the Warner Bros. films.

Customers may view the Harry Potter limited-edition Forever stamp collection, 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 [USPSstamps.com](https://www.usps.com/stamps).

Ordering First-Day-of-Issue Postmark of Harry Potter Forever Stamp Collection

Customers have 90 days to obtain the first-day-of-issue postmark by mail. They may purchase the new stamps at local Post Offices, at [usps.com/stamps](https://www.usps.com/stamps) or by calling 800-STAMP-24. They should apply the stamps to envelopes of their choice, address the envelopes to themselves or others and place them in larger envelopes addressed to:

Harry Potter Stamp
Postmaster
P.O. Box 620045
Orlando, FL 32862-0045

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 for fewer than 50 requests. All orders must be postmarked by Feb. 19, 2014.

Ordering 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/stamps](https://www.usps.com/stamps) 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 for Harry Potter Forever Stamp Collection

There are 11 philatelic products available:

- 471100, Harry Potter Souvenir Booklet of 20, \$9.20
- 471106, Press Sheet w/die cuts, \$55.20
- 471108, Press Sheet w/o die cuts, \$55.20
- 471110, Keepsake (booklet & random Digital Color Postmark set), \$10.95
- 471116, First-Day Cover (set of 20), \$18.00
- 471121, Digital Color Postmark (set of 20), \$32.20
- 471124, Framed Art, \$49.95

- 471130, Ceremony Program (random stamp), \$6.95
- 471131, Stamp Deck Card, \$.95
- 471132, Stamp Deck Card w/Digital Color Postmark (random stamp), \$1.96
- 471133, Panel, \$17.95

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: 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 fifth Most Trusted Business in the nation by the Ponemon Institute.

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About the Harry Potter Series

Harry Potter continues to be a global phenomenon. Each of the seven books by author J.K. Rowling has broken sales records, with the series to date having sold over 450 million copies worldwide and translated into more than 74 languages. The Harry Potter films, produced by Warner Bros. Pictures, have grossed more than \$7.7 billion to date worldwide at the box office, making Harry Potter the largest-grossing film franchise in history.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About Universal Orlando Resort

Vacation like you mean it at Universal Orlando Resort – where every heart pounding, jaw-dropping, goose-bumping second counts. With two incredible theme parks, Universal Studios Florida and Universal's Islands of Adventure, three magnificently themed on-site hotels and a nighttime entertainment complex, Universal Orlando is the only place where you can turn spending time *with* your family into spending time as a family. Together, you can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, become a Minion in the hilarious and heartwarming Despicable Me Minion Mayhem ride, and join Optimus Prime in the fight to save mankind on the new mega-attraction, TRANSFORMERS: The Ride – 3D.

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