

FOR IMMEDIATE RELEASE  
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## Charlie Brown Christmas Forever Stamps Bring Cheer to Holiday Greetings and Packages

*Stamps Based on 1965 Holiday TV Classic*

High-resolution images of the stamps are available for media use only by emailing [mark.r.saunders@usps.gov](mailto:mark.r.saunders@usps.gov)

WASHINGTON — The U.S. Postal Service begins celebrating the holiday season by dedicating the Charlie Brown Christmas Forever stamps Oct. 1. The booklet of 20 stamps features 10 still frames from the 1965 TV special “A Charlie Brown Christmas” (two of each design) celebrating the classic’s 50<sup>th</sup> anniversary.

The official dedication ceremony will take place at the [Charles M. Schulz Museum](#) in Santa Rosa, CA, at 9 a.m. PT. The event is free and open to the public and the stamps will be available nationwide that day. Customers may pre-order the stamps now through this [link only](#) for delivery shortly after Oct. 1.

Scheduled to join Postmaster General Megan Brennan at the ceremony are: Schulz’s widow Jean Schulz; Schulz’s son Craig Schulz; and, *A Charlie Brown Christmas* Executive Producer Lee Mendelson.

The stamp images include: Charlie Brown holding the sapling that eventually becomes his Christmas tree; Charlie Brown and Pigpen with a snowman; Snoopy and children ice skating; the cast of the program gathered around the Christmas tree; Linus kneeling by the sparsely decorated Christmas tree; Charlie Brown checking his mailbox for a Christmas card; Charlie Brown and Linus leaning on a snowy brick wall; Charlie Brown and Linus standing by the Christmas tree; a frustrated Charlie Brown standing in front of Snoopy’s doghouse; and, Charlie Brown decorating the tree in front of the prize-winning lights display on Snoopy’s doghouse. Art director Antonio Alcalá Alexandria VA, designed the stamps.

The early October release of the stamp coincides with the *Peanuts* comic strip debut in seven newspapers on Oct. 2, 1950: *The Washington Post*, *The Chicago Tribune*, *The Minneapolis Star-Tribune*, *The Allentown Call-Chronicle*, *The Bethlehem Globe-Times*, *The Denver Post*, and *The Seattle Times*.

When Schulz announced his retirement in December 1999, the *Peanuts* comic strip was syndicated in more than 2,600 newspapers worldwide, with book collections translated in more than 21 languages.

### **The Christmas Classic**

"A Charlie Brown Christmas," the first animated special featuring characters from Charles Schulz's beloved comic strip *Peanuts*, aired on CBS the evening of Dec. 9, 1965. Over the years, the ode to the holiday season has become a tradition. The program now airs annually on ABC.

Work began on "A Charlie Brown Christmas" in the spring of 1965, when Schulz met with producer Lee Mendelson and animator Bill Melendez. Instead of hiring adult actors, the group decided to take the then-unusual step of having children provide voices for most of the characters.

Schulz insisted that the program should not have a laugh track, which he considered cynical and unnecessary. "Let the people at home enjoy the show at their own speed," he said, "in their own way." Composer Vince Guaraldi contributed a memorable jazz score. "Linus and Lucy," a lively piano tune that plays in the film, is still synonymous with *Peanuts*.

Schulz's script focuses on Charlie Brown's search for the true meaning of Christmas. All around him, his friends are enjoying themselves, but he is bothered by the season's commercialism. "I just don't understand Christmas, I guess," he tells Linus. "I like getting presents, and sending Christmas cards, and decorating trees and all that, but I'm still not happy."

At Lucy's request, Charlie Brown agrees to direct their school's Christmas play. The production is temporarily derailed when the other children laugh at him for choosing a small sapling — not a shiny aluminum replica — as a Christmas tree. After an exasperated Charlie Brown wonders if there's anyone who knows what Christmas is all about, Linus says that he does, and proceeds to recite a stirring rendition of the biblical Nativity story. When he's finished, he picks up his blanket and says, "That's what Christmas is all about, Charlie Brown."

Encouraged, Charlie Brown rushes home to decorate his small tree, only to be disappointed again when it collapses under the weight of one ornament. His pals, however, come to the rescue, turning the sapling into a glimmering masterpiece.

Watched in more than 15 million American homes, "A Charlie Brown Christmas" was a smash hit. It won the George Foster Peabody Award and an Emmy Award for Outstanding Children's Program.

"A Charlie Brown Christmas" is being issued as Forever stamps that will always be equal in value to the current First-Class Mail one-ounce price.

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

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at local Post Offices, at The Postal Store at [usps.com/shop](https://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:

A Charlie Brown Christmas Stamps  
Special Events  
PO Box 7838  
San Francisco, CA 94120-7838

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 up to a quantity of 50. For more than 50, the price is 5 cents each. All orders must be postmarked by Nov. 30, 2015.

### Ordering First-Day Covers

The Postal Service also offers first-day covers 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](https://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

This stamp issue has eight philatelic products:



680224, [Framed Art](#), \$39.95



680206, [Press Sheet with Die-cut](#), \$78.40 (print quantity 500).  
680208, [Press Sheet without Die-cut](#), \$78.40 (print quantity 1,500).



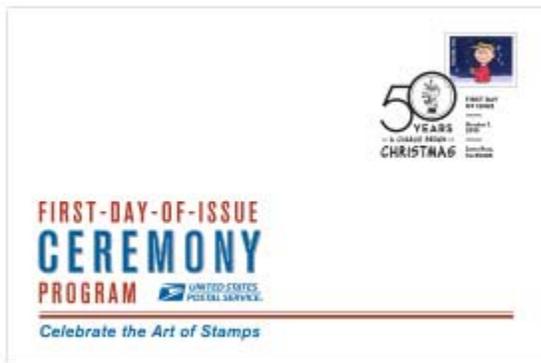
680210, [Digital Color Postmark Keepsake](#) (Random), \$11.95



680216, [First Day Cover set of 10](#), \$9.30



680221, [Digital Color Postmark set of 10](#), \$16.40



680230, [Ceremony Program \(Random\)](#), \$6.95

680231, Stamp Deck Card (Random), \$0.95

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