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Postal Service to Dedicate The Snowy Day Forever Stamps

- WHAT:** First-Day-of-Issue dedication ceremony for The Snowy Day Forever Stamps that are based on a children's book by [Ezra Jack Keats](#). The event is free and open to the public. Please share the news using the hashtag **#SnowyDayStamps**.
- WHO:** U.S. Postal Service Government Relations and Public Policy Acting Executive Director Roderick N. Sallay
Brooklyn Public Library President and CEO [Linda E. Johnson](#)
Award-winning children's and young adult author [Andrea Davis Pinkney](#)
[Ezra Jack Keats Foundation](#) Executive Director [Deborah Pope](#)
- WHEN:** Wed., Oct. 4 @ 10:30 a.m.
- WHERE:** [Brooklyn Public Library Central Library](#)
10 Grand Army Plaza
Brooklyn, NY 11238
- BACKGROUND:** The event is free event with limited seating. A RSVP is required to usps.com/snowyday. A confirmation will be sent via email from USPS National Events before Sept. 29, to confirm admission.

The U.S. Postal Service showcases Ezra Jack Keats' most beloved story, [The Snowy Day](#). Written and illustrated by the celebrated children's author, it was one of the first prominent 20th-century picture books centered on an African-American child. Each of the four new stamps in this 20-stamp booklet features a different illustration of main character Peter exploring and playing in his neighborhood while wearing his iconic red snowsuit. The images include Peter forming a snowball; sliding down a mountain of snow; making a snow angel; and leaving footprints in the snow. Art director [Antonio Alcalá](#) of Alexandria, VA, designed the stamps. The stamps may be pre-ordered in early Sept. for delivery shortly after the Oct. 4 issuance at usps.com/shop.

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