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POSTAL NEWS

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Mister Rogers Forever Stamp Dedicated Today

PITTSBURGH — It really is “a beautiful day in the neighborhood” now that the U.S. Postal Service has immortalized [Mister Rogers on a Forever stamp](#). Please share the news using the hashtag **#MisterRogersStamp**.

Postmaster General [Megan J. Brennan](#) dedicated the stamp honoring Fred Rogers today at the studio named in his honor where it all began 50 years ago — [WQED's Fred Rogers Studio](#) in Pittsburgh.

“Mister Rogers and his Neighborhood of Make-Believe made the ups and downs of life easier to understand for the youngest members of our society,” said Brennan. - “In *Mister Rogers' Neighborhood*, children learned, in a safe space, how to be a friend and create relationships. He shaped generations with his kindness and compassion. It’s why we honor him today.”

Joining Brennan in the dedication were [The Fred Rogers Company](#) President and CEO [Paul Siefken](#), McFeely-Rogers Foundation Executive Director James R. Okonak and WQED-FM Artistic Director Jim Cunningham.

“We are proud to celebrate the enduring impact of Fred Rogers and *Mister Rogers' Neighborhood* with this new stamp from the United States Postal Service,” said Siefken. “Fred Rogers left an indelible mark on generations of young audiences through his groundbreaking series, and his timeless wisdom and important messages of inclusion and neighborliness remain just as relevant today as they were 50 years ago.”

America's Beloved Television Neighbor

Fred Rogers (1928–2003) was known as a beloved television neighbor to generations of children. His groundbreaking public television series *Mister Rogers' Neighborhood* inspired and educated young viewers with warmth, sensitivity and honesty.

The stamp features Walt Seng's photograph of Rogers in a red cardigan and also includes puppet King Friday XIII, a *Mister Rogers' Neighborhood* character hailing from "The Neighborhood of Make-Believe." The words "Forever" and "USA" appear in the left corner.

Each episode of *Mister Rogers' Neighborhood* began with its host welcoming the audience into his television "house." While singing the show's theme song "Won't You Be My Neighbor?," which he composed along with hundreds of other songs, Rogers always put on his trademark cardigan, changed into sneakers, and then introduced the day's topic. He discussed many of the experiences of growing up, like sharing and friendship, and difficult subjects like anger, fear, divorce and death.

Every episode also featured a Trolley visit to the Neighborhood of Make-Believe, where the personalities and interactions of many characters helped impart real-life lessons. Puppets like the self-important King Friday, wise Queen Sara Saturday, curious X the Owl, and shy Daniel Striped Tiger co-existed with human friends like King Friday's niece Lady Aberlin and deliveryman Mr. McFeely.

Mister Rogers always managed to find wonder in seemingly everyday things, turning visits to factories, farms, and museums into engaging and educational journeys. Over the years, many guests, including famous musicians, artists, and authors, dropped by to visit Mister Rogers and share their talents.

New episodes of *Mister Rogers' Neighborhood* aired nationally from 1968 to 2001. To generations of viewers who grew up enjoying his show, Rogers remains a beloved figure.

Art director Derry Noyes of Washington, DC, designed the stamp.

The Mister Rogers stamp is being issued as a Forever stamp. This Forever stamp will always be equal in value to the current First-Class Mail one-ounce price.

Stamp ideas welcome

The public is encouraged to submit stamp suggestions. Visit the [Citizens' Stamp Advisory Committee](#) website for details on the stamp selection process and instructions for submitting suggestions in writing. Due to the time required for research and approval, ideas for stamp subjects should be received at least three years prior to the proposed release. Each submission should include pertinent historical information and important dates associated with the subject.

Ordering first-day-of-issue postmarks

Customers have 120 days to obtain first-day-of-issue postmarks by mail. They may purchase new stamps at Post Office locations, at The Postal Store usps.com/shop or by calling 800-782-6724. Customers must affix the stamps to envelopes of their choice, address the envelopes to themselves or others and place them in larger envelopes addressed to:

FDOI – Mister Rogers Stamp
USPS Stamp Fulfillment Services
8300 NE Underground Drive, Suite 300
Kansas City, MO 64144-9900

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for postmarks up to a quantity of 50. For more than 50, customers are charged 5 cents each. All orders must be postmarked by July 23, 2018.

Ordering first-day covers

The Postal Service also offers first-day covers for new stamps and stationery items postmarked with the official first-day-of-issue cancellation. Each item has an individual catalog number and is offered in the *USA Philatelic* publication and online at usps.com/shop. Customers may register to receive a free *USA Philatelic* publication online at usps.com/philatelic.

Philatelic products

The following Philatelic products are available at usps.com/shop.

- 477206, Press Sheet with Die-cut, \$60.00.
- 477210, Digital Color Postmark Keepsake, \$11.95.
- 477216, First-Day Cover, \$0.94.
- 477221, Digital Color Postmark, \$1.65.
- 477230, Ceremony Program, \$6.95.
- 477233, Panel, \$10.95.

You may view many of this year's other stamps on Facebook at facebook.com/USPSStamps or via Twitter [@USPSstamps](https://twitter.com/USPSstamps). All postage stamps are available for purchase at Post Office locations, online at usps.com, and by toll-free phone order at 1-800 STAMP-24.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

For more information on the Mister Rogers Company visit fredrogers.org or follow them on [Facebook](https://facebook.com/fredrogers) and [Twitter](https://twitter.com/fredrogers).

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