

FOR IMMEDIATE RELEASE
May 21, 2018

Mark Saunders
202.320.0782

mark.r.saunders@usps.gov

usps.com/news



U.S. Postal Service's First Scratch-and-Sniff Stamps Evoke a Sweet Summer Scent

WASHINGTON — The U.S. Postal Service's first scratch-and-sniff stamps will add the sweet scent of summer to letters of love, friendship, party invitations and other mailings when the Postal Service introduces the Frozen Treats Forever stamps June 20 in Austin, TX.

The stamps can be pre-ordered at this [link](#) soon for delivery shortly after the June 20 issuance.

The first-day-of-issue dedication ceremony, free and open to the public, will take place at 6 p.m. CDT at Austin's [Thinkery](#) Children's Museum. Followers of the U.S. Postal Service's Facebook page can view the ceremony live at facebook.com/USPS. Share the news using the hashtag **#FrozenTreatsStamps**.

The stamps feature illustrations of frosty, colorful, icy pops on a stick. Today, Americans love cool, refreshing ice pops on a hot summer day. The tasty, sweet confections come in a variety of shapes and flavors.

Ice pops are made by large manufacturers, home cooks and artisanal shops. In recent years, frozen treats containing fresh fruit such as kiwi, watermelon, blueberries, oranges and strawberries have become more common. In addition, flavors such as chocolate, root beer and cola are also popular. Some frozen treats even have two sticks, making them perfect for sharing.

This booklet of 20 stamps showcases the work of Margaret Berg of Santa Monica, CA, depicting whimsical watercolor illustrations of frozen treats. Each of the 10 stamp designs includes two different treats. The words "FOREVER" and "USA" appear along the bottom of each stamp.

Art director Antonio Alcalá of Alexandria, VA, designed the stamps with Leslie Badani of Alexandria, VA.

Frozen Treats is being issued as First-Class Mail Forever stamps which 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.

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

#

Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at about.usps.com/news/welcome.htm.

For reporters interested in speaking with a regional Postal Service public relations professional, please go to about.usps.com/news/media-contacts/usps-local-media-contacts.pdf. Follow us on Twitter (twitter.com/usps), Instagram (instagram.com/uspostalservice), LinkedIn (linkedin.com/company/usps), subscribe to our channel on YouTube (youtube.com/usps), like us on Facebook (facebook.com/usps) and view our Postal Posts blog (uspsblog.com). For more information about the Postal Service, visit usps.com and usps.com/postalfacts.