

FOR IMMEDIATE RELEASE
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It's Magic!

The Art of Magic Appears on Postage

LAS VEGAS — Through captivating skill and mystique, magicians have been making people believe in magic for centuries. Now the wonder and excitement of magical illusions are captured on U.S. Postal Service Forever stamps.

The Art of Magic Forever stamps were dedicated today in a first-day-of-issue ceremony in Las Vegas at [The Orleans Hotel and Casino](#). The pane of 20 stamps features digital illustrations of five classic tricks magicians use to amaze and delight audiences. For those looking for additional magic, a lenticular souvenir sheet of three of the stamps is also available, featuring a digital illustration that shows a white rabbit actually popping out of a black top hat, a technique used for the first time on a U.S. postage stamp.

“From backyard birthday parties to Las Vegas auditoriums, from the largest of illusions to sleight-of-hand tricks performed merely inches from our eyes, magic reminds us that wonder and astonishment are still alive and well,” said USPS Chief Human Resources Officer and Executive Vice President Jeffrey Williamson, who served as dedicating official at the ceremony. “Today, we tip our symbolic top hats and dedicate this collection of stamps to magic and magicians who inspire, amuse, bewilder and astound us.”

“Magic can inspire, enlighten, and unite as a rare and valuable art form, so I’m happy to be part of the unveiling of this very special collection,” added Emmy award winning Illusionist David Copperfield who joined Williamson onstage to debut the stamps.

Illusions can be broken down into several major categories, including production, mental phenomena, defiance of natural laws, vanishing, and transformation. The stamp issuance features these exploits with classic representations: a rabbit in a top hat (production), a fortune teller using a crystal ball (prediction), a woman floating in air (levitation), an empty bird cage (vanishing), and a bird emerging from a flower (transformation).

Art director Greg Breeding designed the stamps. Jay Fletcher created the illustrations and served as the typographer. The Art of Magic stamps are being issued as Forever stamps, which will always be equal in

value to the current First-Class Mail 1-ounce price.

Stamp Ideas Welcome

The public is encouraged to submit stamp suggestions. Visit this [link](#) 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 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 – The Art of Magic Stamps
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. There is a 5-cent charge for each additional postmark over 50. All orders must be postmarked by Nov. 4.

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 quarterly *USA Philatelic* catalog, online at 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

The following Philatelic products are available Aug. 7 at: usps.com/shop.

- 476800, The Art of Magic Forever stamp pane of 20, \$10.00
- 476806, Press sheet, \$60.00
- 476810, Keepsake (set of 5), \$18.95
- 476816, First-day cover (set of 5), \$4.70
- 476821, Digital color postmark (set of 5), \$8.25
- 476830, Ceremony program (random), \$6.95
- 476871, Rabbit in Hat poster with souvenir sheet, \$19.95
- 476872, Crystal Ball poster with souvenir sheet, \$19.95
- 476873, Woman Floating poster with souvenir sheet, \$19.95
- 476874, Empty Birdcage poster with souvenir sheet, \$19.95
- 476875, Dove/Flower poster with souvenir sheet, \$19.95
- 565200, The Art of Magic Souvenir Sheet, \$1.50

Postal products are available for purchase at Post Office locations, mail order through USA Philatelic, or 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.

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