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National: Roy Betts
202-268-3207
roy.a.betts@usps.gov



Zoinks! Everyone's Favorite Great Dane, SCOOBY-DOO, is New Addition to the 2018 Forever Stamp Program

WASHINGTON — ***"Scooby-Doo, Where Are You!"*** For nearly 50 years, this call has summoned the beloved animated Great Dane wherever help is needed. The U.S. Postal Service, in collaboration with Warner Bros. Consumer Products, is excited to announce a new Forever stamp will be issued July 14 highlighting the popular canine and his new social responsibility initiative, [Scooby-Doo DOO GOOD](#). The stamp ceremony will be held at the Mall of America in Bloomington, MN.

This new issuance is a 12-stamp sheet featuring Scooby-Doo helping out by watering a blossoming plant in a flowerpot — a simple act symbolizing a component of the "Doo Good" campaign's effort to provide young people with tools and activities geared toward enriching the environment. The campaign, launching this year in partnership with [generationOn](#), the youth division of Points of Light, also focuses on helping the hungry and acting as animal allies.

The lovable, iconic Great Dane Scooby-Doo has solved mystery after spooky mystery since his 1969 debut. With his teenage friends — Fred, Daphne, Velma, and Shaggy — Scooby is at the heart of one of the most enduring cartoon franchises in television history. The charismatic canine has now fronted more than a dozen TV series, plus direct-to-video animated films, comic books and live-action cinematic releases.

In Scooby-Doo's comedy–mystery adventures, he and the gang investigate strange plots in eerie locales as they travel in their colorful van, the Mystery Machine. Scooby Snacks are always on hand; the tempting treats empower the cowardly Scooby to sniff out clues. Once the gang musters courage, cooperates, and persists in their dogged investigations, the spooky schemers' plots are exposed.

Three generations of fans have now embraced Scooby-Doo and the “meddling kids,” as they are often called by the villains unmasked at the conclusion of each Scooby-Doo mystery.

Art director Greg Breeding of Charlottesville, VA, worked closely with Warner Bros. Consumer Products, to design this stamp.

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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About Warner Bros. Consumer Products

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