

FOR IMMEDIATE RELEASE
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Iconic Hot Wheels Rev up on Forever Stamps

10 Hot Car Designs Mark 50th Anniversary

What: In celebration of Hot Wheels' 50th anniversary, the U.S. Postal Service will issue a pane of 20 Forever stamps showcasing 10 of the most outrageous Hot Wheel car designs during a first-day-of-issue dedication ceremony at the [Goodguys 26th Summit Racing Lone Star Nationals](#) in Fort Worth, TX.

News on the stamps is being shared with the hashtags **#HotWheelsStamps** or **#HotWheels50**.

When: 10 a.m. CDT, Saturday, Sept. 29

Where: Texas Motor Speedway
3545 Lone Star Circle
Fort Worth, TX 76177

Followers of the U.S. Postal Service's Facebook page can view the ceremony live at facebook.com/USPS.

RSVP: Tickets are limited. Dedication ceremony attendees are encouraged to RSVP at usps.com/hotwheels to gain entrance to the event.

Background: For the first time, Hot Wheels car designs will grace the face of Forever stamps for fans of all ages to enjoy. Arranged in diagonal rows, the 20 stamps showcase photographer Len Rizzi's images of 10 Hot Wheels cars — two of each design — speeding along a bright orange track.

Hot Wheels was born when Mattel co-founder Elliot Handler challenged his design team, which included a General Motors car designer and a rocket scientist, to create a toy car that was cooler and performed better than anything on the market. Mattel soon introduced its iconic orange tracks, which provided children unlimited ways to test out stunts and racing skills. The Hot Wheels toy line expanded rapidly. Since the inception of Hot Wheels, Mattel has produced thousands of varieties of cars. In 2011, Hot Wheels was inducted into the National Toy Hall of Fame. Today, children and their parents still love racing the eye-poppin', colorful, lightning-fast cars.

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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