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U.S. Postal Service to Dedicate Mister Rogers Forever Stamp

- WHAT:** **DUE TO OVERWHELMING DEMAND, THIS EVENT IS NOW AT CAPACITY.** First-day-of-issue dedication ceremony for the Mister Rogers Forever stamp. Share the news using the hashtag **#MisterRogersStamp**.
- WHO:** Postmaster General and Chief Executive Officer [Megan J. Brennan](#)
[The Fred Rogers Company](#) President and CEO [Paul Seifken](#)
McFeely-Rogers Foundation Executive Director James R. Okonak
- WHEN:** Friday, March 23 at 11 a.m. ET
- WHERE:** [WQED's Fred Rogers Studio](#)
4802 5th Avenue
Pittsburgh, PA 15213
- BACKGROUND:** Followers of the U.S. Postal Service's Facebook page can view the ceremony live at facebook.com/USPS.

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.

Filmed in Pittsburgh and first distributed nationally in 1968 by a predecessor of the Public Broadcasting Service (PBS), the program was innovative and unlike anything on television for children at that time. Each episode of “Mister Rogers’ Neighborhood” began with its host welcoming the audience into his television house. While singing “Won't You Be My Neighbor?” 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, delicately covering everything from sharing and friendship to difficult subjects like anger, fear and divorce.

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