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HEARTS BLOSSOM FOREVER *U.S. Postal Service Issues First Stamp of 2019*

SAN JUAN, Puerto Rico — The U.S. Postal Service celebrates the joys of love with the latest stamp in the popular Love series, the Hearts Blossom Forever stamp.

“The Love stamp is traditionally released in time for Valentine’s Day, but it can be used to deliver love for any reason in any season,” said U.S. Postal Service Vice President of Network Operations [Robert Cintron](#) during the stamp’s first-day-of-issue dedication ceremony today at the [Puerto Rico Museum of Contemporary Art](#). “In the coming months, the Hearts Blossom stamp will be used to send expressions of love in the mail. And just like true love, this stamp is forever.”

Cintron was joined by [Erica-Marie Sanchez](#), actress, “The Inspectors,” and [Edgardo Miranda-Rodriguez](#), graphic novelist, “La Borinqueña.”

The Hearts Blossom stamp shows 12 colorful hearts in a palette — of red, purple, orange and pink — intended to create a happy and positive feeling. Art director Antonio Alcalá designed the stamp.

There are several theories how the familiar heart-shaped symbol came to be associated with the human heart. However, the symbol’s connection to love is very clear, as the heart is where people believe feelings reside. Today, wherever it appears — as an artistic motif, in religious symbolism, or as an expression of affection or support — a heart is instantly recognizable as a

representation of love, whether it be romantic attachment or affection for people, places, causes or ideas.

News of the stamp is being shared on social media using the hashtag **#LoveStamps**. Followers of the Postal Service's Facebook page can view a recording of the ceremony at facebook.com/USPS.

The Postal Service has captured the essence of love on stamp artwork ever since issuing the first Love series on stamps in 1973.

Customers may purchase stamps and other philatelic products through the Postal Store at usps.com/shop, by calling 800-STAMP24 (800-782-6724), by mail through *USA Philatelic* catalog or at Post Office locations nationwide.

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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