

FOR IMMEDIATE RELEASE
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National: Sara Martin
202.268.8386
sara.a.martin@usps.gov
usps.com/news




Woodstock Forever Stamps

Commemorating 50th Anniversary of Woodstock Music and Art Fair

What: The U.S. Postal Service is issuing Woodstock Forever stamps in observance of the 50th anniversary of the most famous rock festival in history.

News of the stamp is being shared on social media using the hashtags **#WoodstockStamps** and **#PeaceForeverStamps**.

When: Thursday, Aug. 8 at 11 a.m. EDT

Where: [The Metropolitan Museum of Art](https://www.metmuseum.org)
1000 5th Ave.
New York, NY 10028

Background: The Woodstock Music and Art Fair was held in the small farming community of Bethel, NY, in August 1969. Approximately 500,000 members of the “Woodstock Generation,” a term later used in reference to young people of the time, convened to promote peace and love through music.

Art director Antonio Alcalá designed the stamp artwork which features an image of a dove along with the words “3 Days of Peace and Music,” evocative of the original 1969 promotional poster for the festival. In the stamp art, the words are stacked in the background in brilliant colors along with the year 1969, USA and Forever (the value of the stamp). The white dove stands in the foreground.

The stamps will be available for purchase Aug. 8. Pre-orders for the Woodstock Forever stamps can be reserved through [The Postal Store](https://www.usps.com/shop) at usps.com/shop.

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