



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
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### Miss America 2020 Attending Postal Service Ceremony For Drug Free USA Stamp Dedication Oct. 27

**WHAT:**

The U.S. Postal Service joins the Drug Enforcement Administration to raise awareness about the dangers of drug abuse with the release of the Drug Free USA stamp. The release coincides with Red Ribbon Week, Oct. 23-31, promoting drug abuse prevention.

A pictorial postmark of the first-day-of-issue location, Arlington, VA, is available at [usps.com/shopstamps](https://usps.com/shopstamps).

News of the stamp is being shared with the hashtag **#DrugFreeStamp**.

**WHO:**

Louis DeJoy, Postmaster General and Chief Executive Officer,  
U.S. Postal Service

Timothy Shea, acting administrator, Drug Enforcement Administration

Gary Barksdale, chief postal inspector, U.S. Postal Inspection Service

Peggy Sapp, president, National Family Partnership

Camille Schrier, Miss America 2020

**WHEN:** Tuesday, Oct. 27, 10 a.m. EDT

**WHERE:** The stamp dedication ceremony will be livestreamed on the U.S. Postal Service's [Facebook](#) and [Twitter](#) pages. The ceremony will not be open to the public to remain in compliance with Centers for Disease Control and Prevention guidance on the COVID-19 pandemic. There will be designated space for media covering the event.

**BACKGROUND:** Red Ribbon Week, which takes place in schools and communities nationwide every year from Oct. 23-31, helps parents as well as teachers, business owners and neighborhood organizations promote drug abuse awareness and prevention.

Participants wear a red ribbon or red to symbolize their dedication to preventing drug abuse. The annual campaign is sponsored by the National Family Partnership.

The Drug Free USA stamp features original artwork by Aaron Draplin. The image of a white star with lines of red, light blue and blue radiating from one side of each of the star's five points suggests the unity that is necessary at all levels to effectively address drug abuse. The stamp's background is dark blue. "Drug Free USA" appears above the stamp art, while the stamp's denomination, "Forever," appears below it. The year 2020 runs vertically along the bottom right corner of the image.

Greg Breeding designed the stamp and was also the typographer. USPS Stamp Services Director William J. Gicker was the art director.

The Drug Free USA stamp is being issued as a Forever stamp, which will always be equal in value to the current First-Class Mail 1-ounce price.

### Postal Products

Customers may purchase stamps and other philatelic products through the Postal Store at [usps.com/shopstamps](https://usps.com/shopstamps), by calling 800-STAMP24 (800-782-6724), by mail through [USA Philatelic](#), 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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