

FOR IMMEDIATE RELEASE
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2021 Begins With Love

New Forever Stamps Available Jan. 14

WHAT: The U.S. Postal Service continues its popular Love series with a new stamp in 2021. The first stamp in the series was issued in 1973. The latest one features a colorful and lighthearted digital illustration.

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

WHO: USPS Chief Information Officer and Executive Vice President Pritha Mehra will serve as dedicating official.

WHEN: Thursday, Jan. 14, 2021, at 11:00 a.m. MST

BACKGROUND: The virtual stamp event will be posted on the Postal Service Facebook and Twitter pages. Please visit usps.com/lovestamps for details of the dedication ceremony.

The first-day-of-issue location for the stamp is Loveland, CO. The city's Chamber of Commerce has teamed up with the Postal Service for more than 70 years for an internationally renowned Valentine Remailing Program. Every year, more than 100,000 valentines, packaged inside larger envelopes, are sent to Loveland, where volunteers handstamp them with a Valentine's Day verse and send them on to the intended recipients. A contest is held each year for residents to submit their designs and verses.

There are many reasons to say "I love you" and countless ways to show you care. Sending a card to a loved one or friend is a special way to declare your affection, friendship, gratitude or devotion. Today, there is renewed enthusiasm for handwritten notes that express exactly how you feel.

The playful, graphic lettering on this stamp will add color and whimsy to your

mailings, making it clear that thought and care have been lavished on the message, inside and out.

Love 2021 is being issued as a Forever stamp in panes of 20. Forever stamps will always be equal in value to the current First-Class Mail 1-ounce price.

Preorders for the Love 2021 stamp can be made online at usps.com and by phone at 800-STAMP24 (800-782-6724).

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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