

FOR IMMEDIATE RELEASE  
Jan. 14, 2021

Contact: Sara Martin  
(C) 202-603-6675

[sara.a.martin@usps.gov](mailto:sara.a.martin@usps.gov)  
[usps.com/news](https://usps.com/news)



## **Love 2021**

*U.S. Postal Service Issues First Stamp of Year*

WASHINGTON, DC — There are many reasons to say “I love you” and countless ways to show you care. The U.S. Postal Service begins the year with a new Love stamp. Love 2021, the latest stamp in the popular Love series, features a colorful and lighthearted digital illustration. The first stamp in the series was issued in 1973.

Love 2021 stamps are available nationwide today. News of the stamp is being shared with the hashtag **#LoveStamps**.

“The Love 2021 Forever stamp adds a special touch to cards and letters,” said USPS Chief Information Officer and Executive Vice President Pritha Mehra, the dedicating official. “It shows thoughtfulness and care have been included, inside and out.”

There is renewed enthusiasm for handwritten notes that express exactly how you feel. Sending a card to a loved one or friend is a special way to declare your affection, friendship, gratitude or devotion. Many cards are intentionally left blank inside so you can personalize your message for any occasion or send a greeting for no particular reason at all.

Playful, graphic lettering on these stamps will add color and whimsy to your mailings. The stamp art features the word “love” and three large hearts in an unconventional palette of color duos, strikingly set against a dark blue background. The design also includes a smaller heart, a rectangle and a semicircle.

The first-day-of-issue location for the stamp is Loveland, CO. For 75 years, the city’s Chamber of Commerce has teamed up with the Postal Service 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.

**Please Note:** For U.S. Postal Service media resources, including broadcast-quality video and audio and photo stills, visit the [USPS Newsroom](#). Follow us on [Twitter](#), [Instagram](#), [Pinterest](#) and [Linkedin](#). Subscribe to the [USPS YouTube channel](#), like us on [Facebook](#) and enjoy our [Postal Posts blog](#). For more information about the Postal Service, visit [usps.com](#) and [facts.usps.com](#).