



# MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
March 4, 2021

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## May the 4th Be With You

*New Droids Stamps Celebrate STEM Education; Available May 4*

**WHAT:** Technology plays a prominent role in the “Star Wars” films, most notably with the droids. The U.S. Postal Service will recognize the loveable machines from the “Star Wars” galaxy with 10 dazzling new character-inspired Forever stamps.

These droids are a nod to the commitment of Lucasfilm and its parent company, Disney, to science, technology, engineering and math (STEM) learning and the continued collaboration between the “Star Wars: Force for Change” philanthropic initiative and global pre-K-12 nonprofit organization FIRST (For Inspiration and Recognition of Science and Technology).

Greg Breeding was the designer of the stamps and pane. William Gicker was the art director.

News of the stamps is being shared with the hashtags #StarWarsDroidsStamps and #DroidsStamps

**WHO:** Isaac Cronkhite, Chief Logistics and Processing Operations Officer and Executive Vice President, U.S. Postal Service

Disney/Lucasfilm representative(s) to be determined

**WHEN:** Tuesday, May 4, 2021, at 11 a.m. Eastern Time/8 a.m. Pacific Time

**WHERE:** A virtual dedication ceremony will be posted on the Postal Service’s [Facebook](#) and [Twitter](#) pages.

Please visit [usps.com/starwarsdroidsstamps](https://usps.com/starwarsdroidsstamps) for details.

A pictorial postmark of the designated first-day-of-issue city, Nicasio, CA, will be available at [usps.com/shopstamps](https://usps.com/shopstamps).

**BACKGROUND:** “Star Wars” droids — the beloved mechanical characters from a galaxy far, far away — are adored worldwide for their relatable, funny, quirky and sometimes emotional personalities. And they have entertained and inspired fans for more than four decades.

“Star Wars: Force for Change” and FIRST are working together to expand access to STEM learning to inspire more young people around the world, and to help them envision a brighter, more inclusive future.

Featured in a pane of 20 stamps, and arranged in staggered, horizontal rows, the stamps vary in size and depict 10 of the more well-known droids in the “Star Wars” universe — IG-11, R2-D2, K-2SO, D-O, L3-37, BB-8, a 2-1B surgical droid, a GNK (or Gonk) power droid, C-3P0 and C1-10P, otherwise known as Chopper.

Lucasfilm, the studio that created the “Star Wars” franchise, is celebrating its 50th anniversary in 2021.

The “Star Wars” droids-inspired stamps are being issued as Forever stamps, which will always be equal in value to the current First-Class Mail 1-ounce price.

Preorders for the Droids Forever stamps can be made online at [usps.com/stamps](https://usps.com/stamps) and by phone at 800-STAMP24 (800-782-6724), beginning April 5.

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.

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