



MEDIA ADVISORY

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Lively Day of the Dead Stamps Available Soon

- WHAT:** The U.S. Postal Service celebrates Day of the Dead with four colorful new stamps.
- The first-day-of-issue event for the Day of the Dead stamps is free and open to the public. News of the stamp is being shared with the hashtag **#DayoftheDeadstamps**.
- WHO:** Michael J. Elston, secretary of the USPS Board of Governors, will serve as dedicating official.
- WHEN:** Thursday, Sep. 30, 2021, at 11 a.m. MDT
- WHERE:** [El Paso Museum of Art](https://www.elpasomuseumofart.org/)
One Arts Festival Plaza
El Paso, TX 79901
- RSVP:** Dedication ceremony attendees are encouraged to RSVP at: usps.com/dayofthedead
- BACKGROUND:** In recent decades, Día de los Muertos, as it is known in Spanish, has caught on in the United States as a festive celebration for all ages. These new stamps from the U.S. Postal Service showcase the Day of the Dead holiday, in all its flower-bedecked splendor.
- This pane of 20 Forever stamps contains five identical rows of four colorful stamps featuring several iconic elements of a traditional Day of the Dead offering. Stylized, decorated “sugar skulls” are personalized as family members — a child with a hair bow, a father sporting a hat and mustache, a mother with curled hair, and another child. The vibrant colors of marigold flowers and other embellishments, along with the white of the sugar skulls, stand out brightly from the stamps’ black background.
- Luis Fitch designed and illustrated the stamps. Antonio Alcalá was the art director.
- Day of the Dead, with all its exuberant color, life-affirming joy, and appeal for the whole family, is fast becoming a popular American holiday.

Customers may purchase stamps and other philatelic products through the [Postal Store](#) at usps.com/shopstamps, by calling 844-737-7826, by mail through [USA Philatelic](#), or at Post Office locations nationwide.

The Postal Service generally 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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