



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
Dec. 12, 2022

National Contact: David P. Coleman  
[david.p.coleman@usps.gov](mailto:david.p.coleman@usps.gov)  
202-425-1476

Local Contact: Justin Hastings  
[justin.hastings@usps.gov](mailto:justin.hastings@usps.gov)  
628-249-9601  
[usps.com/news](https://usps.com/news)



### USPS Gets Festive With a Lunar New Year Stamp

- What:** The U.S. Postal Service will commemorate the Lunar New Year in San Francisco with the unveiling of the Year of the Rabbit Forever stamp.
- The first-day-of-issue event for the stamp is free and open to the public. News of the stamp is being shared with the hashtags **#LunarNewYear** and **#LunarNewYearRabbit**.
- Who:** The Honorable Derek Kan, governor, U.S. Postal Service Board of Governors  
The Honorable London N. Breed, mayor, San Francisco  
The Honorable Fiona Ma, state treasurer, California  
Jay Xu, director, Asian Art Museum
- When:** Thursday, Jan. 12, 2023, at 11 a.m. PST
- Where:** [Asian Art Museum](#)  
200 Larkin Street  
San Francisco, CA 94102
- RSVP:** Dedication ceremony attendees are encouraged to RSVP at: [usps.com/lunarnewyearrabbit](https://usps.com/lunarnewyearrabbit).
- Background:** The Postal Service will issue the latest Lunar New Year stamp celebrating the Year of the Rabbit. This stamp design calls to mind the elaborately decorated masks used in the dragon or lion dances often performed in Lunar New Year parades. This three-dimensional mask depicting a rabbit is a contemporary take on the long tradition of paper-cut folk art crafts created during this auspicious

time of year. The rabbit mask design incorporates colors and patterns with symbolic meaning.

Art director Antonio Alcalá designed the stamp and the pane with original art by Camille Chew.

The Year of the Rabbit stamp is being issued in panes of 20. It will always be equal in value to the current First-Class Mail 1-ounce price.

Lunar New Year is one of the most important holidays of the year for many Asian communities around the world and is primarily celebrated by people of Chinese, Korean, Vietnamese, Tibetan, Mongolian, Malaysian and Filipino heritage. Across these varied cultures, many traditions exist for ringing in a new year of good luck and prosperity.

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

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The United States Postal Service is an independent federal establishment, mandated to be self-financing and to serve every American community through the affordable, reliable and secure delivery of mail and packages to more than 163 million addresses six and often seven days a week. Overseen by a bipartisan Board of Governors, the Postal Service is implementing a 10-year transformation plan, [Delivering for America](#), to modernize the postal network, restore long-term financial sustainability, dramatically improve service across all mail and shipping categories, and maintain the organization as one of America's most valued and trusted brands.

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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