



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

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Celebrate Your Festivities With USPS Piñatas! Stamps

What: The U.S. Postal Service will celebrate the fun of piñatas with a new booklet of 20 colorful and festive Forever stamps. The Piñatas! stamps feature four vibrant illustrations of the traditional Mexican party favorite. Two are of a donkey with either a bright pink or orange background, and two feature a seven-point star set against either a purple or green background.

The first-day-of-issue event for the Piñatas! stamps is free and open to the public. News of the stamps is being shared with the hashtag **#PinatasStamps**.

Who: Isaac Cronkhite, chief processing and distribution officer and executive vice president, U.S. Postal Service, will serve as the dedicating official.

When: Friday, Sept. 8, at 6 p.m. MDT

Where: 36th Annual Piñata Festival
Chaves County Courthouse Lawn
400 N. Virginia Ave.
Roswell, NM 88201

RSVP: Attendees are encouraged to RSVP at usps.com/pinatas.

Background: Today, the piñata is an important part of many celebrations in Mexico, the United States and around the world. Blindfolded players take turns striking the piñata until it breaks, scattering the treats inside to be gathered up by all the participants.

Víctor Meléndez created the original art and designed the stamps. Antonio Alcalá was the art director.

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.

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Please Note: 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 nearly 165 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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