

FOR IMMEDIATE RELEASE
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Pinback Buttons Stamps to Be Issued at Great American Stamp Show

What: Add cheery, whimsical flair to your cards and letters with vibrant new Pinback Buttons stamps, to be issued in conjunction with the [Great American Stamp Show](#) in Hartford, CT.

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

Who: Shibani Gambhir, USPS vice president of sales intelligence and support

When: Thursday, Aug. 15, 2024, at 11 a.m. EDT

Where: [The Great American Stamp Show](#)
[Connecticut Convention Center](#)
Hall AB
100 Columbus Blvd.
Hartford, CT 06103

RSVP: Attendees are encouraged to register at: usps.com/pinbackbuttons

Background: Since their appearance in 1896, pinback buttons have expressed viewpoints, made statements and shown off the interests of those who wear them. A novel medium, these buttons quickly came into popular use as advertising tools and for political campaigns. For more than 120 years, pinback buttons of various sizes have helped spread ideas and broadcast opinions on a wide variety of topics.

The designs and slogans adorning buttons reflect the era and values of the time in which they were created, like any other piece of pop culture ephemera. In this way, pinback buttons become historical tools providing insight into the moods, sentiments and worldviews of people living in a particular time and place.

Pinback Buttons is a pane of 20 stamps featuring 10 typographic designs by

various artists in their own signature style. Each design imparts a single upbeat message: smile (Don Clark), hello! (Tré Seals), peace (Jay Fletcher), love (Juan Carlos Pagan), fun (Gia Graham), sweet (Jeff Rogers), yes! (Ryan Feerer), cheers! (Lisa Congdon), kudos! (DKNG Studios) and happy (Gina Triplet). The round shape of the stamps, and the shadowing and reflection effects used, give the appearance of three-dimensional pinback buttons. The pane verso features an illustration of a round silver button back with pin fastener repeated 20 times, one for each pinback button shown on the front of the pane. Greg Breeding, an art director for USPS, designed the stamps.

Because Pinback Buttons are Forever stamps, they will always be equal in value to the current First-Class Mail one-ounce price.

Postal Products

Customers may purchase stamps and other philatelic products through the [Postal Store](#) at usps.com/shopstamps, by calling 844-737-7826, or at Post Office locations nationwide. For officially licensed stamp products, shop the [USPS Officially Licensed Collection on Amazon](#). Additional information on stamps, first-day-of-issue ceremonies and stamp-inspired products can be found at StampsForever.com.

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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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