



## MEDIA ADVISORY

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### Postal Service Issues Vibrant New Stamp to Honor Kwanzaa

- What:** The U.S. Postal Service continues its longstanding tradition of celebrating Kwanzaa, the annual Pan-African holiday that has united countless African American families and communities since its inception in 1966.
- The first-day-of-issue event for the Kwanzaa stamp is free and open to the public. News of the stamp is being shared with the hashtag **#KwanzaaStamp**.
- Who:** Roderick Sallay, USPS director of legislative policy and strategic development
- When:** Wednesday, Sept. 25, at 12:30 p.m. EDT
- Where:** [Sen. John Heinz History Center](#)  
1212 Smallman Street  
Pittsburgh, PA 15222
- RSVP:** Attendees are encouraged to register at: [usps.com/kwanzaastamp](https://usps.com/kwanzaastamp).
- Background:** Kwanzaa, observed from Dec. 26 to Jan. 1, celebrates family, community and culture. Rooted in ancient and modern first-harvest festivals, Kwanzaa incorporates traditions from across the African continent to foster unity and pride.
- Centered around the holiday's seven founding principles — unity (umoya), self-determination (kujichagulia), collective work and responsibility (ujima), cooperative economics (ujamaa), purpose (nia), creativity (kuumba), and faith

(imani), the holiday emphasizes the rich heritage and aspirations of the African American community.

It is a festive time for rejoicing in the prospect of health, prosperity and good luck in the coming year. It is also a time for contemplation and recollection of past hardships, faced by both individuals and communities, and the ways in which history can inform and affect future happiness.

Ethel Kessler, an art director for USPS, designed the stamp with original artwork by Ehua Holmes.

The Kwanzaa stamp is being issued as a Forever stamp in panes of 20. This stamp will always be equal in value to the current First-Class Mail 1-ounce price.

## Postal Products

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. 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](https://StampsForever.com).

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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 167 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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