



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
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### USPS Announces Ceremony For Lunar New Year Stamp

**What:** The U.S. Postal Service celebrates the Lunar New Year with the release of the Year of the Snake stamp. The Year of the Snake begins Jan. 29, 2025, and ends Feb. 16, 2026.

This first-day-of-issue event for the Forever stamp will be held in Boston and is free and open to the public. News of the stamp is being shared online with the hashtags **#LunarNewYearSnake** and **#LunarNewYearStamp**.

**Who:** [Luke Grossmann](#), chief financial officer and executive vice president, U.S. Postal Service

[Isabel Kim](#), chief financial officer, The Asian American Foundation (TAAF)

**When:** Tuesday, Jan. 14, 2025, at 11 a.m. EST

**Where:** [Boch Center — Wang Theatre](#)  
270 Tremont St.

Boston, MA 02116

**RSVP:** Attendees are encouraged to register at [usps.com/lunarnewyearsnake](https://usps.com/lunarnewyearsnake).

**Background:** The Postal Service will celebrate the 2025 Lunar New Year with a colorful Year of the Snake stamp.

To mark this festive occasion, millions of people around the world will host parades and parties, decorate with red and gold lanterns, set off firecrackers to ward off evil spirits, and invite family and friends to share traditional foods to welcome the new year. People will write couplets, give gifts and clean their houses to celebrate a time of renewal.

Those born in the Year of the Snake, the sixth sign in the Chinese zodiac, are said to be quiet, wise and deep-thinking, making them proficient musicians, philosophers, writers and teachers. A snake year is sometimes referred to as a “little dragon year” because it follows the dragon on the zodiac. 2025 marks the year of the wood snake. Artist [Camille Chew](#) designed the stamp.

### 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 169 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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