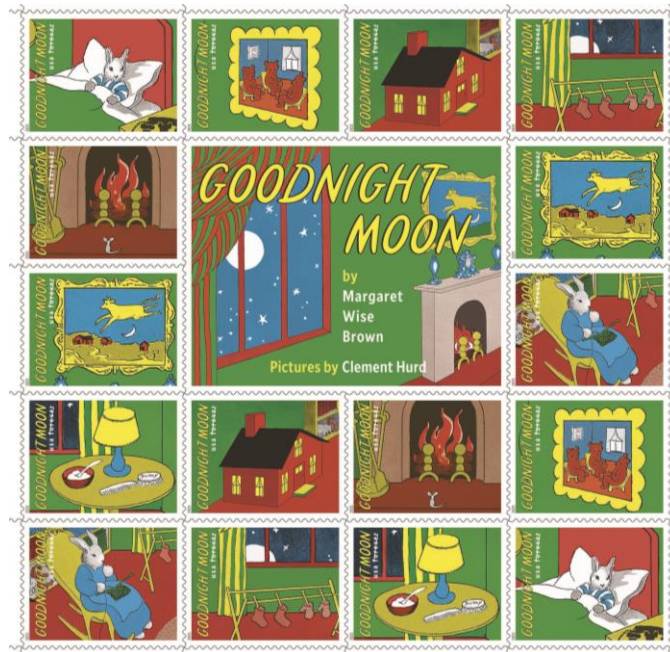




## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
April 3, 2025

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### ***Goodnight Moon* Stamps to be Unveiled at The Rabbit hOle**

**What:** The U.S. Postal Service will unveil its *Goodnight Moon* stamps at The Rabbit hOle in North Kansas City, MO, on May 2 as part of an event leading up to Children's Book Week (May 5-11). The Rabbit hOle is a new museum experience that celebrates and brings to life a century of American children's literature, including *Goodnight Moon*, for visitors of all ages. This pane of Forever stamps honors the remarkable impact of *Goodnight Moon* by featuring scenes from the beloved best-selling picture book.

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

**Who:** Thatcher Hurd, children's book creator and the son of *Goodnight Moon* illustrator Clement Hurd. He will be one of the special guests at the unveiling, sharing memories of his father and *Goodnight Moon* author Margaret Wise Brown, as well as reading the book aloud.

**When:** Friday, May 2, 2025, at 11 a.m. Central

**Where:** [The Rabbit hOle](#)  
919 E. 14th Ave.  
North Kansas City, MO 64116

**Background:** As favorite bedtime reading for more than 75 years, *Goodnight Moon* allows children to imagine themselves in the cozy bedroom of a young bunny, saying good night to everything they see. This quiet, lullaby-like book also encourages children to look around their own rooms and, together with their parents, improvise on the comforting ritual in any way they would like.

The illustrations created by Clement Hurd (1908–1988) alternate between panoramic views of the vibrantly colored bedroom and black-and-white close-ups of particular objects. At first brightly lit, the scene grows gradually darker, echoing slumber's slow descent.

Published by Harper & Brothers in 1947, *Goodnight Moon* began its remarkable rise in popularity in the 1950s, in large part due to word of mouth among parents. Today, it is among the bestselling children's books of all time.

Derry Noyes, an art director for USPS, designed the pane using Clement Hurd's illustrations. As Forever stamps, the Goodnight Moon stamps will always be equal in value to the current First-Class Mail 1-ounce price.

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. 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](#).

**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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