



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
June 23, 2025

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### USPS To Celebrate 250 Years of Service

**What:** The U.S. Postal Service will release new stamps, one of which comes as part of a 32-page prestige booklet, to commemorate 250 years of service to the nation.

The illustrated Forever stamps, 250 Years of Delivering, tell the story of a mail carrier making her daily rounds during a year in the life of the community she serves. The “Putting a Stamp on the American Experience” booklet highlights popular subjects that give the U.S. stamp program its remarkable range and depth. Exclusively available with this booklet are two sheets of a new Forever stamp featuring the first postmaster general, Benjamin Franklin.

The first-day-of-issue event for the stamps and booklet is free and open to the public. News regarding the stamps is being shared with the hashtags **#250YearsofDelivering** and **#USPS250booklet**.

**Who:** David Steiner, postmaster general, U.S. Postal Service  
Amber McReynolds, chairwoman, U.S. Postal Service Board of Governors  
Elliot Gruber, director, Smithsonian National Postal Museum

**When:** Wednesday, July 23, at noon ET

**Where:** U.S. Postal Service headquarters

475 L'Enfant Plaza SW  
Washington, DC 20260

**RSVP:** Attendees are encouraged to register at: [usps.com/usps250years](https://usps.com/usps250years)

**Background: 250 Years of Delivering stamps**

Established in 1775, the postal system was so essential to winning American independence and creating a free nation that it is mentioned in the U.S. Constitution.

For 250 years, the U.S. Postal Service has continued to serve the same ideals — connecting individuals, communities and businesses through an ongoing exchange of ideas, information and goods. Although the United States only makes up 4 percent of the world's population, the U.S. Postal Service handles 44 percent of mail across the entire globe.

In snow, rain, heat and gloom of night, USPS reliably reaches us where we live and work. Today, at nearly 169 million addresses nationwide, American communities near and far are connected by mail.

The 250 Years of Delivering stamps are a meticulously illustrated pane of 20 interconnected stamps that offers a bird's-eye view of a bustling town. Each stamp is a frame of sequential art that tells the story of a mail carrier's daily journey as she walks her route. Laid out in four rows of five stamps, the story progresses through the four seasons, from top-left to bottom-right.

Chris Ware created the stamp artwork and co-designed the pane with Antonio Alcalá, an art director for USPS.

**'Putting a Stamp on the American Experience' prestige booklet**

Highlighting the popular subjects and series that give the U.S. stamp program its remarkable range, "Putting a Stamp on the American Experience" provides an in-depth look at some of the Postal Service's most popular stamps. The 32-page prestige booklet includes two self-adhesive sheets of a new Forever stamp available exclusively with this purchase. The stamps feature an exclusive reframed, modern interpretation of a 5-cent stamp depicting Benjamin Franklin, originally released in 1847. This booklet is exclusively available through the [Postal Store](#), by calling 844-737-7826, or by mail through [USA Philatelic](#).

As one of the first two honorees on U.S. stamps, Franklin is a longtime icon of the stamp program, appearing on more than 100 releases in the 178-year history of American stamps. Appointed postmaster general of the Colonies by the Second Continental Congress in 1775, Franklin appreciated that the postal system could help unite the Colonies — and the nation they became. As a printer, scientist and diplomat, he played a monumental role in shaping American culture, and his postal legacy of adaptability and innovation continues to inspire the modern-day Postal Service.

Ethel Kessler, an art director for USPS, designed the prestige booklet and 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](#).

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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 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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