

FOR IMMEDIATE RELEASE  
Aug. 1, 2025

National contact: Albert Ruiz  
[albert.ruiz@usps.gov](mailto:albert.ruiz@usps.gov)

Local contact: Xavier Hernandez  
[xavier.c.hernandez@usps.gov](mailto:xavier.c.hernandez@usps.gov)  
[usps.com/news](https://usps.com/news)



## Are You Ready Kids? From a Pineapple Under the Sea to Your Mailbox

Stamps celebrating 'SpongeBob SquarePants' debut in Times Square

NEW YORK — The U.S. Postal Service today issued stamps celebrating Nickelodeon's animated children's television show "SpongeBob SquarePants" in New York City's Times Square.

Greg Breeding, an art director for USPS who designed the stamps using artwork provided by Nickelodeon, signed autographs for customers purchasing the stamps.

Since its debut on July 17, 1999, Nickelodeon's "SpongeBob SquarePants" animated children's show has struck a chord with audiences of all ages. Its colorful characters, zany humor and memorable catchphrases have captured the hearts of both children and adults. The show's unique blend of humor, wit and absurdity has made it one of the most watched cartoons in history.

The roots of “SpongeBob SquarePants” can be traced to Stephen Hillenburg, a marine biologist and animator love of marine life whose scientific and artistic passions converged to create the underwater world of Bikini Bottom. His initial idea came in the form of an educational comic book he created while working at a marine sciences center in Southern California. “The Intertidal Zone” featured anthropomorphic sea creatures, including a sponge, living in an underwater town. This concept later served as the foundation for the show’s unique setting and characters.

“SpongeBob SquarePants” quickly became a hit, leaving an indelible mark on popular culture. In addition to its many catchphrases and memorable moments, the show’s merchandise became a staple of the early 2000s. From action figures and clothing to video games and lunchboxes, “SpongeBob SquarePants” merchandise flooded the market, solidifying the show’s status as a cultural fixture. In 2004, the show made the leap to the big screen with “The SpongeBob SquarePants Movie,” which received critical acclaim, furthering the franchise’s success.

Over the years, the show continued to evolve while staying true to its core charm. It expanded its universe with the introduction of new characters and explored different themes and storylines, while maintaining its creative energy and resonating with audiences. Movie sequels followed, including “The SpongeBob Movie: Sponge Out of Water” (2015) and “The SpongeBob Movie: Sponge on the Run” (2020), with a fourth theatrical release, “The SpongeBob Movie: Search for SquarePants,” slated to hit theaters later this year.

The Postal Service’s stamp program strives to appeal to a wide audience, both young and old, and is excited to bring these fun stamps to the American public. SpongeBob is widely considered nostalgic for many viewers evoking positive memories and feelings. USPS anticipates these stamps will provide the same positive feeling for senders and receivers alike.

The Forever stamps are available at Post Office locations nationwide and online at [usps.com/shopstamps](https://usps.com/shopstamps).

News about the stamp is being shared on social media using **#SpongeBobSquarePantsStamps**.

### **Stamp design**

This pane consists of 16 stamps featuring four designs, two blue and two yellow. One blue stamp features a host of Bikini Bottom residents, including (from left) Sandy Cheeks, a science-loving squirrel who lives in an underwater dome; SpongeBob’s goofy best friend, Patrick Star; the nefarious Plankton; the greedy Mr. Krabs, owner of the Krusty Krab restaurant; SpongeBob; SpongeBob’s pet snail, Gary; and his grumpy neighbor and co-worker, Squidward Tentacles.

The other blue stamp features SpongeBob and Patrick frolicking on the sandy ocean floor. On each blue stamp, the name “SpongeBob” is written in all capitals across the top. The words “Forever” and “USA” appear on the left or right edge of the frame and along the bottom.

The two yellow stamps feature closeups of SpongeBob’s goofy smiling face. The words “USA Forever” appear along the bottom edge.

The selvage includes the title “SpongeBob SquarePants” in cartoonish, yellow-and-white, hand-drawn lettering over a blue background stamped with “Tiki” flowers. Both the lettering and graphics are typical of artwork from the show.

Greg Breeding, an art director for USPS, designed the stamps using artwork provided by Nickelodeon.

SpongeBob SquarePants stamps are being issued as Forever stamps and will always be equal in value to the current First-Class Mail 1-ounce rate.

A video about the stamps will be posted after today’s event on the Postal Service’s Facebook page at [facebook.com/USPS](https://facebook.com/USPS) and on X, formerly known as Twitter, at [x.com/usps](https://x.com/usps).

### **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).

# # #



**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.

For USPS media resources, including broadcast-quality video and audio and photo stills, visit the [USPS Newsroom](#). Follow us on [X](#), formerly known as Twitter; [Facebook](#); [Instagram](#); [Pinterest](#); [Threads](#); and [LinkedIn](#). Subscribe to the [USPS YouTube Channel](#). For more information about the Postal Service, visit [usps.com](https://usps.com) and [facts.usps.com](https://facts.usps.com).