



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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USPS To Spread Holiday Cheer

- What:** The U.S. Postal Service invites the public to celebrate the unveiling of new stamps that will usher in the holiday season.
- The first-day-of-issue event for the Holiday Cheer Forever stamps is free and open to the public. News of the stamps is being shared with the hashtag **#HolidayCheerStamps**.
- Who:** Michael J. Elston, U.S. Postal Service vice president of labor relations, will serve as the dedicating official.
- When:** Saturday, Sep. 13, 2025, at 11 a.m. ET
- Where:** [Smithsonian National Postal Museum](https://www.usps.com/holidaycheerstamps)
2 Massachusetts Ave. NE
Washington, DC 20002
- RSVP:** Attendees are encouraged to register at: usps.com/holidaycheerstamps
- Background:** Decorating for the holidays with fruit, flowers and greenery has been popular for hundreds of years. The four contemporary stamp designs feature a holly wreath, three amaryllis flowers, two cardinals perched on mistletoe and an evergreen branch decorated with fruit. Each design embodies the joy and cheer of the holiday season.

Postal Products

Customers may purchase stamps and other philatelic products through the [Postal Store](https://usps.com/shopstamps) at usps.com/shopstamps, by calling 844-737-7826, by mail through [USA Philatelic](https://usps.com/shopstamps) or at Post Office locations nationwide. For officially licensed stamp products, shop the [USPS Officially Licensed](https://usps.com/shopstamps)

[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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