



POSTAL NEWS

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Contact: Leisha Palmore-Drummond
leisha.i.palmore-drummond@usps.gov
usps.com/news

Contact: Marti Johnson
martha.s.johnson@usps.gov
usps.com/news

Barbie To Be Celebrated With New Stamps *Stamp set to be released at collectors convention this summer*

WASHINGTON — The U.S. Postal Service today announced a new release coming this summer: a set of Barbie stamps featuring Barbie dolls through the years, dressed for 10 iconic careers.

These designs are preliminary and may change.



Barbie

Created by Mattel Inc., a global play and family entertainment company, and introduced in 1959 as “The Original Teenage Fashion Model,” Barbie quickly became an icon and symbol of limitless possibilities for generations of children. During more than 65 years as a staple of imaginative childhood play, the best-selling doll of all time has represented more than 250 careers.

From surgeon to astronaut, paleontologist to soccer player, sign language teacher to music star, Barbie fans can dream big and explore a huge range of possibilities.

Ethel Kessler, an art director for USPS, collaborated with Mattel on the design of the stamps and pane. To best showcase the dolls and their career attire, the stamps employ a rarely used format, a third taller than the usual vertical commemorative stamp. Kessler says the team approached the project “with a spirit of fun,” using bright, energetic shades — predominantly the famous “Barbie Pink” — to evoke a feeling of joy.

Barbie commemorative stamps will be released on July 11, during the 2026 National Barbie Doll Collectors Convention in Austin, TX. As Forever stamps, they will always be equal in value to the current First-Class Mail 1-ounce price.

Postal Products

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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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