



MEDIA ADVISORY

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U.S. Postal Service Celebrates Festival of Lights With New Diwali Stamp

- What:** The Postal Service will celebrate the Hindu festival of Diwali with a new stamp. Diwali falls on the eve of, or on, the new moon that occurs between mid-October and mid-November. In 2026, the main day of the festival will be Nov. 8.
- News of the stamp is being shared with the hashtag **#DiwaliStamp**.
- Who:** Shibani Gambhir, USPS sales intelligence and support vice president, will serve as the dedicating official.
- When:** Wednesday, Oct. 21, from 10 a.m. to 2 p.m. ET for retail sales and cancellations and 6 p.m. ET for the ceremonial first-day-of-issue unveiling and reception
- Where:** [Embassy of India](#)
2107 Massachusetts Ave. NW
Washington, DC 20008
- RSVP:** **Attendees are required to register at** www.usps.com/diwalistamp.
- Background:** This stamp celebrates the joyous festival of Diwali — also known as Deepavali — with an image of a rangoli, a vibrant floor pattern traditionally made from materials such as colored rice powder, chalk and flower petals. One of the most important annual Hindu events and usually observed over five days, the autumn festival marks the triumph of good over evil.
- People create rangolis in and around their homes during Diwali to bring good fortune. The stamp features Bijay Dixit's photograph of a rangoli made by artist Sangita Bhutada, who has been creating rangolis for nearly 30 years. Bhutada crafted this intricate design of blue, orange, green, red and white with starch-based

colored powder and colored sand. It is set against a purple background.

William J. Gicker served as the project's art director. Jennifer Arnold designed the stamp, which will be sold in panes of 20.

The Diwali stamp will be issued as a Forever stamp and will always be equal in value to the current First-Class Mail 1-ounce price.

Postal Products

Customers may purchase stamps and other philatelic products through [The Postal Store](https://www.usps.com/shopstamps) at [usps.com/shopstamps](https://www.usps.com/shopstamps), by calling 844-737-7826, by mail through [USA Philatelic](https://www.usps.com/usa-philatelic), or at Post Office locations nationwide. For officially licensed stamp products, shop the [USPS Officially Licensed Collection on Amazon](https://www.usps.com/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://www.usps.com/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 more than 170 million addresses six and often seven days a week. Overseen by a bipartisan Board of Governors, the Postal Service is currently pursuing a transformation plan aimed at restoring long-term financial sustainability, improving service, and maintaining 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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