

FOR IMMEDIATE RELEASE
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Media Contact: Liz Carter (202) 268-5188
Pat McGovern (212) 330-3307
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OLD GLORY POSTAGE STAMPS TO DEBUT AT NEW YORK MEGA EVENT STAMP SHOW

WASHINGTON – From postcards to guitar straps, from playing cards to children’s puzzles, the red, white, and blue of the Stars and Stripes have graced virtually every aspect of American culture since the nation’s first official flag was authorized in 1777. The Stars and Stripes will once again receive a special stamp of approval on April 3 when the U.S. Postal Service issues five new commemorative postage stamps featuring photographs of patriotic symbolism inspired by the colors and design of the U.S. flag.

The Old Glory prestige booklet will be officially dedicated at noon to kick off the opening day of the Postage Stamp Mega Event at Show Piers #88,W 48th Street, New York City Passenger Show Pier, New York City.

These delightful examples of America’s heritage include a 19th-century hand-painted carving of a woman proudly holding aloft a sword and flag; an 1888 presidential campaign badge with a photograph of Benjamin Harrison; the top portion of a silk bookmark that was woven at the World’s Columbia Exposition in 1893; an example of 20th-century folk art featuring Uncle Sam riding a high-wheel bicycle; and a modern folding fan with a flag design. These five stamps will be issued in a prestige booklet entitled “Old Glory.” Containing two pages of ten stamps each, this will be the second prestige booklet issued by the Postal Service. The first was U.S. Navy Submarines, issued in 2000.



A prestige booklet is a stamp booklet with oversized panes, descriptive information and images commemorating a special topic. The idea for these booklets originated in Great Britain in 1969. Preliminary results show that customers enjoy the added information that places into context and compliments the subjects featured in the actual prestige booklet.

Sponsored by the American Stamp Dealers Association (ASDA), the American Philatelic Society (APS) and the Postal Service, the Postage Stamp Mega Event runs Apr. 3-6. Hours will be 10 a.m.–6 p.m., Thursday through Saturday, and 10 a.m. –4 p.m. on Sunday. Admission is free.

The stamps were designed and art directed by Richard Sheaff of Scottsdale, Ariz. Sheaff has been a design consultant to the Citizens Stamp Advisory Committee (CSAC) and in that capacity has been responsible for the design or art direction of more than 200 released U.S. postage stamps.

To see the Old Glory prestige stamp, visit the Postal Service Web site at www.usps.com, select “News and Events,” click on “Philatelic News,” then locate the online version of this news release.

Current U.S. stamps, as well as a free comprehensive catalog, are available toll free by calling 1 800 STAMP-24. In addition, a selection of stamps and other philatelic items are available at the Postal Store at www.usps.com/shop.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that visits 137 million homes and businesses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world’s leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world’s mail volume—some 207 billion letters, advertisements, periodicals and packages a year—and serves 7 million customers each day at its 40,000 retail locations nationwide.

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TECHNICAL DETAILS

Issue:	<i>Old Glory</i>
Item Number:	882000
Denomination & Type of Issue:	37-cent Commemorative
Format:	Prestige booklet of 20 (5 designs)
Series:	N/A
Issue Date & City:	April 3, 2003, New York, NY 10199
Engraver:	N/A
Art Director:	Richard Sheaff, Scottsdale, AZ
Typographer:	Richard Sheaff, Scottsdale, AZ
Designer:	Richard Sheaff, Scottsdale, AZ
Modeler:	Joseph Sheeran
Manufacturing Process:	Offset
Printer:	Ashton Potter (USA) Ltd. (APU)
Printed at:	Williamsville, NY
Press Type:	Stevens, Vari-size Security Press
Stamps per Pane:	10 (2 panes per booklet)
Print Quantity:	60 million stamps
Paper Type:	Prephosphored, type I
Adhesive Type:	Pressure sensitive adhesive
Processed at:	Ashton Potter (USA) Ltd.
Colors:	Black, Cyan, Magenta, Yellow
Stamp Orientation:	Vertical
Image Area (w x h):	0.84 x 1.40 in./21.336 x 35.556 mm
Overall Size (w x h):	0.99 x 1.56 in./25.171 x 39.624 mm
Booklet Size (w x h):	6.375 x 3.75 in./161.925 x 95.25 mm
Full Pane Size (w x h):	6.375 x 3.75 in./161.925 x 95.25 mm
Plate Size:	90 stamps per revolution
Plate Numbers:	N/A
Marginal Markings:	N/A
Catalog Item Number(s):	882000 Single Book — \$7.40 882097 Panel — \$8.75 882066 Stamped Cards — \$9.75

How to Order the First Day of Issue Postmark

The Old Glory Prestige Booklet (Item 882000) **will only be** distributed to, and sold at the first day of issue site in New York NY; philatelic centers nationwide; the collectables section of postal retail stores nationwide; and, through Stamp Fulfillment Services (SFS) in Kansas City, Missouri.

Customers have 90 days to obtain the first day of issue postmark by mail. They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

OLD GLORY PRESTIGE BOOKLET
POSTMASTER
421 EIGHTH AVE RM 2029B
NEW YORK, NY 10199-9991

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by July 3, 2003.

Stamp Fulfillment Services (SFS) **will not** offer first day covers for the *Old Glory* Prestige Booklet. First day cancellations can only be obtained using the above procedures.