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**POSTAL SERVICE AND SAFEWAY JOIN FORCES
IN BATTLE AGAINST BREAST CANCER**

WASHINGTON — The U.S. Postal Service and Safeway Inc. today launched a salvo in the fight to find a cure for breast cancer by transacting the largest single purchase of the groundbreaking Breast Cancer Research semipostal stamp since it was issued on July 29, 1998.

Safeway has purchased more than \$1 million worth of the stamps as part of its annual October fundraising campaign for breast cancer research and awareness. The company will make the stamps available at Safeway, Vons, Randalls, Dominick's, Tom Thumb and Genuardi's stores across the country. Safeway is planning to raise \$3 million for breast cancer charities during October.

"We challenge organizations from coast to coast to join our united front in support of this worthy cause," said Deputy Postmaster General John Nolan at today's kickoff event held in Washington, D.C. "To date, the Breast Cancer Research stamp has raised more than \$33 million for research. Safeway's commitment to the stamp helps us keep this effort in the spotlight."

"We are honored to be included in this Postal Service fundraising tradition," said Karl Schroeder, president of Safeway's Eastern Division. "Selling the stamps at our stores will complement fundraising we do in October and gives an added boost to our additional mission of educating and raising awareness among our customers about breast cancer."

The price of the Breast Cancer Research stamp is 45 cents. As a semipostal, it is valid for postage at the First-Class first-ounce letter rate in effect at the time of purchase,



with the difference between the sales price of the stamp and the actual postage consisting of a tax-deductible contribution.

Funds raised in connection with sales of the stamp, less the Postal Service's reasonable costs, are transferred to the National Institutes of Health (NIH) and the Medical Research Program of the Department of Defense (DoD). The NIH and DoD, which both conduct breast cancer research, were identified as recipients of the funds by legislation enacted in 1997.



The self-adhesive, non-denominated stamp was designed by Ethel Kessler of Bethesda, Md., and illustrated by Whitney Sherman of Baltimore. The design includes a drawing of a female figure suggesting a “goddess of the hunt or fight” and the phrase “FUND THE FIGHT – FIND A CURE” appears flowing left to right across the stamp in a clockwise, circular pattern, outlining where the figure’s right breast would be.

Breast cancer is considered the most commonly diagnosed cancer among women in every major ethnic group in the U.S. Experts say when breast cancer is diagnosed early (stages I and II), five-year survival rates are nearly 95 percent and there are better options for breast conserving surgery.

For six decades, the Postal Service has issued new stamps to help raise awareness for a variety of health and social issues including drug abuse, alcoholism, AIDS, and environmental protection and conservation.

The Breast Cancer Research stamp is available at Post Offices, by toll-free phone order at 1 800 STAMP-24 and online 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 more than 141 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 \$68.9 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world's mail volume — some 202 billion letters, advertisements, periodicals and packages a year — and serves seven million customers each day at its 40,000 retail locations nationwide.

Safeway is a Fortune 50 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,702 stores in the United States and Canada and had annual sales from continuing operations of \$32.4 billion in 2002.

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