

FOR IMMEDIATE RELEASE  
October 16, 2003

Contacts: Frances Frazier (202) 268-2898  
Tony Musso (212) 330-3911  
Web Site: [www.usps.com](http://www.usps.com)  
Stamp News Release #03-061

## **SNOWY EGRET TO BE FEATURED ON NEW FIRST-CLASS DEFINITIVE POSTAGE STAMP**

WASHINGTON – The U.S. Postal Service will issue a new first-class definitive postage stamp featuring an artistic rendering of a snowy egret.

The public is invited to the first day of issue ceremony, which will be held at noon, on Friday, Oct. 24 at the Postage Stamp Mega Show, Jacob K. Javits Convention Center, 655 W. 34<sup>th</sup> Street, New York, NY.

This stamp will be available at Manhattan and Bronx Post Offices starting Oct. 24 and nationwide Oct. 25.

The snowy egret (*Egretta thula*) is a slender white heron with black legs and bright yellow feet, sometimes described as “golden slippers.” Its black bill contrasts with its yellow eyes and lores—the area between the eyes and the bill. When flying or searching for food, it can curve its long neck into a compact “S” shape.

The snowy egret lives in marshes, swamps, and other wetlands. A wading bird, it feeds in shallow water on fish and other aquatic animals. Its long, thin bill is adapted for spearing prey. This agile hunter uses various methods to find food. Sometimes it remains still, crouching as it waits for a meal. At other times it sprints through the water chasing minnows or shuffles its feet to stir up animals from the bottom.

In the breeding season the adult has long, lacy plumes on its head, neck, and back. These graceful plumes, called aigrettes, were once used as decorations for ladies’ hats. In the late nineteenth and early twentieth centuries, the snowy egret and its larger cousin, the great egret (*Ardea alba*), were hunted almost to extinction for their plumes. The National Audubon Society was founded to save egrets and other endangered bird species. Conservation efforts were successful and today the egret population is flourishing.

The stamp features New York artist Nancy Stahl’s rendering of one of the most beautiful of American birds. Based on photographs, the art depicts the head and upper body of a snowy egret against a blue background. Stahl’s previous projects for the U.S. Postal Service include her



designs for the New York Public Library Lion stamp (2000), Art Deco Eagle stamp (2001), and the Wisdom stamp (2003).

Carl T. Hermann, Carlsbad, California, was designer and art director for the Snowy Egret stamp.

Two billion of these definitive stamps will be printed and issued in pressure-sensitive adhesive coils of 100 stamps each.

To see the Snowy Egret stamp, locate the online version of this press release at [www.usps.com/communications/news/stamps/welcome.htm](http://www.usps.com/communications/news/stamps/welcome.htm).

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free telephone order at 1 800 STAMP-24. A selection of stamps and other philatelic items are available at the online Postal Store at [www.usps.com/shop](http://www.usps.com/shop). In addition, custom-framed art prints of original stamp art are available for purchase at [www.postalgallery.com](http://www.postalgallery.com).

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.

# # #

## TECHNICAL DETAILS

Issue: *Snowy Egret*  
Item Number: 782200  
Denomination & Type of Issue: 37-cent Definitive  
Format: Coil of 100 (1 design)  
Series: N/A  
Issue Date & City: October 24, 2003, New York, NY 10199  
Designer: Carl T. Herrman, Carlsbad, CA  
Artist: Nancy Stahl, New York, NY  
Art Director: Carl T. Herrman, Carlsbad, CA  
Typographer: Carl T. Herrman, Carlsbad, CA  
Illustrator: Nancy Stahl, New York, NY  
Modeler: Avery Dennison, SPD  
Manufacturing Process: Gravure  
Printer: Avery Dennison, (AVR)  
Printed at: AVR, Clinton, SC  
Press Type: Dia Nippon Kiko  
Stamps per Coil: 100  
Print Quantity: 2 billion stamps  
Paper Type: Pre-phosphored, Type I  
Adhesive Type: Pressure-sensitive  
Processed at: AVR, Clinton, SC  
Colors: Egret Yellow, Egret Light Blue, Egret Dark Blue, Black  
Stamp Orientation: Vertical  
Image Area (w x h): 0.720 x 0.818 in./18.288 x 20.777 mm  
Overall Size (w x h): 0.86932 x 0.982 in./22.081 x 24.943 mm  
Full Pane Size (w x h): N/A  
Plate Size: 396 stamps per revolution  
Plate Numbers: "V" followed by four (4) single digits  
Catalog Item Number(s): 782240 PSA Coil of 100 — \$37.00  
782261 First Day Cover — \$0.75

## HOW TO ORDER THE FIRST DAY OF ISSUE POSTMARK

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase the new stamps at their local post office, by telephone at 800-STAMP-24, and at the Postal Store Web site at [www.usps.com/shop](http://www.usps.com/shop). 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: SNOWY EGRET DEFINITIVE STAMP, 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 November 23, 2003.

Stamp Fulfillment Services also offers first day covers for new stamp issues and postal stationery items postmarked with the official first day of issue cancellation. Each item has an individual catalog number and is offered in the quarterly *USA Philatelic* catalog. Customers may request a free catalog by writing to: INFORMATION FULFILLMENT, DEPT 6270, US POSTAL SERVICE, PO BOX 219014, KANSAS CITY MO 64121-9014, or by calling 1 800 STAMP-24.

First day covers remain on sale for at least one year after the stamp's issuance.