



**UNITED STATES  
POSTAL SERVICE**

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# **POSTAL NEWS**

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## **YEAR OF THE MONKEY LAST STAMP IN U.S. POSTAL SERVICE LUNAR NEW YEAR SERIES**

**Twelve years of Chinese Zodiac calendar honored since 1992**

WASHINGTON, D.C. – To commemorate the Year of the Monkey, which begins on Jan. 22, 2004, stamp designer Clarence Lee has created an intricate paper-cut design of a monkey for the final stamp in the U.S. Postal Service's Lunar New Year stamp series. The Postal Service will dedicate the Year of the Monkey stamp in a ceremony at 11:00 a.m. on Jan. 13, 2004, at the Nob Hill Masonic Center, 1111 California St., San Francisco, Calif.



The award-winning Lunar New Year series began in 1992 with the issuance of the Year of the Rooster stamp, followed by stamps for the Year of the Dog, Boar, Rat, Ox, Tiger, Hare, Dragon, Snake, Horse and Ram.

“The Postal Service has been honored to celebrate each year of the Lunar New Year with stamps that reflect the rich, multi-cultural heritage of a substantial portion of our country's population,” said Donna Peak, vice president Finance and controller, U.S. Postal Service, who will dedicate the Year of the Monkey stamp. “Thankfully, this wonderful series doesn't end with the Year of the Monkey stamp in 2004.”

A Souvenir Sheet featuring all twelve images of the Lunar New Year stamp series – all at the 37-cent First-Class one ounce postage rate – will be a spectacular grand finale to the series when released in 2005. Postmaster General John E. Potter will unveil the Souvenir Sheet on Dec. 29, 2003, in Honolulu, Hawaii.

The Lunar New Year is a family affair that holds great importance to those of Asian descent around the world. It is a time to cast away the bad blood of the previous year and to wish for good fortune in the coming year.

Lively, witty, inventive, intelligent and good at problem solving, the Monkey is the sign of the inventor, the improviser and the motivator in the Chinese zodiac. Legend says a person born during the Year of the Monkey is fated for success at whatever he or she chooses to do. No challenge will be too great.

The traditional Chinese New Year marks the beginning of a new season, also called Spring Festival. It is a time of renewed hope for a prosperous future often celebrated through family reunions. The stamp design includes grass-style calligraphy by Lau Bun that translates into English as "Year of the Monkey." The greeting "Happy New Year!" is in English.

Clarence Lee, an American of Chinese descent, was born in Honolulu. After attending Pomona College in Claremont, Calif., Lee transferred to the School of Art and Architecture at Yale, receiving a bachelor of fine arts degree in 1958. He worked as a designer in New York before returning to Hawaii in 1966 to open his own design firm.

To see the Lunar New Year - Monkey stamp and the remaining images in the 2004 Commemorative Stamp Program, visit the Postal Store at [www.usps.com/shop](http://www.usps.com/shop) and click on "Release Schedule" in the Collector's Corner.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free phone 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, beautifully custom-framed prints of original stamp art are available at [www.postalartgallery.com](http://www.postalartgallery.com).

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service visits 140 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 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 43 percent of the world's mail volume — some 203 billion letters, advertisements, periodicals and packages a year — and serves 7 million customers each day at its 38,000 retail locations nationwide.

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## TECHNICAL DETAILS

Issue:	<i>Lunar New Year - Monkey</i>
Item Number:	455300
Denomination & Type of Issue:	37-cent Commemorative
Format:	Pane of 20 (1 design)
Series:	<i>Lunar New Year</i>
Issue Date & City:	January 13, 2004, San Francisco, CA
Designer:	Clarence Lee, Honolulu, HI
Engraver:	Armotek Industries
Artist:	Clarence Lee, Honolulu, HI
Art Director:	Terry McCaffrey, USPS
Typographer:	Clarence Lee, Honolulu, HI
Modeler:	Donald Woo

Manufacturing Process: Gravure  
Printer: Sennett Security Products (SSP)  
Printed at: American Packaging Corporation, Columbus, WI  
Press Type: Rotomec 4  
Stamps per Pane: 20  
Print Quantity: 80 million stamps  
Paper Type: Prephosphored, Type II  
Gum Type: Pressure-sensitive  
Processed at: Unique Binders, Fredericksburg, VA  
Colors: Magenta, Yellow, Cyan, PMS 321 (Green)  
Stamp Orientation: Horizontal  
Image Area (w x h): 1.41 x 0.84 in./35.81 x 21.33 mm  
Overall Size (w x h): 1.56 x 0.99 in./39.21 x 25.14 mm  
Full Pane Size (w x h): 7.9557 x 5.9375 in./202.07 x 150.81 mm  
Plate Size: 240 stamps per revolution  
Plate Numbers: "S" followed by four (4) single digits  
Marginal Markings: © 2003 USPS • Price • Plate numbers in four corners • Plate position diagram • Four barcodes on back of pane  
Catalog Item Number(s):  
455320 Block of 4 — \$1.48  
455330 Block of 10 — \$3.70  
55340 Full Pane of 20 — \$7.40  
55361 First Day Cover — \$0.75  
55393 Full Pane w/FDC — \$8.15

#### 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 new stamps at their local Post Office, by telephone at 1-800 STAMP-24, and at the Postal Store Website at [www.usps.com](http://www.usps.com). 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:

LUNAR NEW YEAR - MONKEY COMMEMORATIVE STAMP  
MANAGER MARKETING  
PO BOX 88-0188  
SAN FRANCISCO CA 94188-0188

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 February 13, 2004.

Stamp Fulfillment Services (SFS) 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 telephoning 1 800 STAMP-24 or writing to:

INFORMATION FULFILLMENT  
DEPT 6270  
US POSTAL SERVICE  
PO BOX 219014  
KANSAS CITY MO 64121-9014

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