

Mail a Smile Forever Stamps Celebrate Disney•Pixar Characters

LAKE BUENA VISTA, FL — Amid a sea of smiles, the U.S. Postal Service celebrated the issuance of 125 million new stamps today featuring popular Disney•Pixar characters. The Mail a Smile Forever stamps official First-Day-of-Issue dedication ceremony took place at [Disney's Art of Animation Resort](#).

A video of the event can be viewed beginning at 1 p.m. today at this link: www.youtube.com/uspstv.

Available nationwide today, all 125 million [stamps](#) can be purchased online at usps.com/shop, by calling 1-800-STAMP-24 (1-800-782-6724) or by visiting Post Offices.

"These delightful stamps lift spirits and touch hearts and remind us that when it comes to connecting with loved ones, technology is no match for the mail," said Jo Ann Feindt, Postal Service Southern Area vice president, in dedicating the stamps as part of the resort's grand opening.

Joining Feindt in dedicating the stamp featuring beloved Disney•Pixar characters was Jay Ward, legacy guardian for Pixar Animation Studios.

"We're thrilled 'to infinity and beyond' that these popular characters from 'Toy Story 2,' 'Finding Nemo' and other great Disney•Pixar films are featured on these colorful new stamps," said Ward. "This stamp issue will make posting a letter lots of fun for everyone in the family."

Following up on [Send a Hello](#) stamps issued in 2011, the eagerly awaited Mail a Smile stamp sheet includes five different designs spotlighting:

- Flik and Dot from "A Bug's Life" (1998);
- Bob Parr (Mr. Incredible) and Dashiell "Dash" Parr from "The Incredibles" (2004), with "Dash" also shown running in the background;
- Nemo and Squirt from "Finding Nemo" (2003);
- Woody, Bullseye, and Jessie from "Toy Story 2" (1999); and
- Boo, Mike Wazowski, and James P. "Sulley" Sullivan from "Monsters, Inc." (2001).

The back of the stamp sheet shows blue-pencil sketches of characters from these movies interspersed among text that exhorts readers to mail a smile to a loved one. Postal Service art director William Gicker of Washington, DC, worked with Disney•Pixar to design the stamp art.

Customers may view the Disney•Pixar characters Forever stamps, as well as many of this year's other stamps, and vote for their favorite stamps on Facebook at facebook.com/USPSStamps, through Twitter [@USPSstamps](https://twitter.com/USPSstamps) or on the website Beyond the Perf at beyondtheperf.com/2012-preview. Beyond the Perf is the Postal Service's online site for background information on upcoming stamp subjects, first-day-of-issue events and other philatelic news.

How to Order the First-Day-of-Issue Postmark

Customers have 60 days to obtain the first-day-of-issue postmark by mail. They may purchase new stamps at a local Post Office, online at usps.com/shop or by calling 800-STAMP-24. 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:

Mail a Smile Stamp
Main Office — Orlando
10401 Post Office Drive
Orlando, FL 32862-9998

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes by mail. There is no charge for the postmark. All orders must be postmarked by Aug. 1, 2012.

How to Order First-Day Covers

The Postal Service also offers first-day covers for new stamp issues and Postal Service 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*, online at usps.com/shop or by calling 800-782-6724. Customers may request a free catalog by calling 800-782-6724 or writing to:

U.S. Postal Service Catalog Request

PO Box 219014
Kansas City, MO 64121-9014
Philatelic Products

There are nine philatelic products available for this stamp issue:

- 470063, [First-Day Cover Set](#) of 5, \$4.45.
- 470066, [Postcards](#) (20) 4 of each design, \$15.95.
- 470067, First-Day-of-Sale Set of 5, \$4.45.
- 470068, [Digital Color Postmark](#) (DCP) Set of 5, \$8.
- 470084, [Uncut Press Sheets](#), \$36.
- 470091, [Ceremony Program](#) (random single), \$6.95.
- 470092, [Stamp Deck Card](#), \$0.95.
- 470094, [Stamp Deck Card w/DCP](#) (random single), \$1.95.
- 470099, [Cancellation Keepsake](#) (Random DCP w/Pane), \$10.95.

The Postal Service 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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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, usps.com®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

Follow the Postal Service on www.twitter.com/USPSstamps and at www.facebook.com/USPSTAMPS

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