

## Nation gets sneak peak of the 'Forever Stamp'

*by Bend\_Weekly\_News\_Sources*

WASHINGTON - You've heard about it. You've read about it. Now see it for the first time. It's the Postal Service's newest consumer innovation -- the Forever stamp. The stamp was previewed today at the National Postal Forum, the premier trade show for advertising, marketing and mailing executives. Featuring the Liberty Bell image and the word "forever," the stamp will be good for mailing one-ounce First-Class letters anytime in the future -- regardless of price changes. The Forever stamp goes on sale April 12 at 41 cents. Customers can begin using the stamp when postage changes May 14.

The Forever Stamp - Courtesy USPS

"Who said nothing lasts forever?" remarked Postmaster General and Chief Executive Officer John E. Potter in unveiling the image here at the National Postal Forum. "The Forever stamp is a consumer innovation guaranteed to deliver unprecedented convenience and value to our customers. It's good forever."

Potter said the Liberty Bell was selected because it resonates as one of the nation's most prominent and recognizable symbols associated with American independence.

Research has shown that customers prefer the Forever stamp for the convenience it offers by easing the transition for mailing letters when prices change. When postage changes in the future, it will reduce the need to buy one- and two-cent stamps.

Beginning April, 12, the Forever stamp will be available at ATMs in sheetlets of 18, in booklets of 20 through <http://www.usps.com/>, by calling 1-800-STAMP-24, through Post Office vending machines, at Automated Postal Centers and in Post Office lobbies nationwide. Once prices change May 14, the Forever stamp will remain on sale at the 41-cent First-Class one-ounce letter price until the next price change. The Forever stamp will then be available at the new price.

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