

Postal service launches 'forever' stamp

by UPI

PHILADELPHIA - The U.S. Postal Service introduced its first "forever" stamp Thursday morning, using the Liberty Bell in Philadelphia on the stamp and as a backdrop.

The 41-cent stamp went on sale at 8 a.m., the Philadelphia Inquirer reported. It is unlikely to sell heavily until May 14 when the rate for mailing a first-class letter rises from 39 cents.

The twist with the new stamp is that it will continue to be valid for first-class postage for as long as the postal service lasts. Officials say that will be convenient for customers, who will no longer have to load up on 1- or 2-cent stamps every time the rate goes up to get rid of their old stamps.

If customers buy the stamp in large quantities, it could also give the postal service a financial boost.

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