

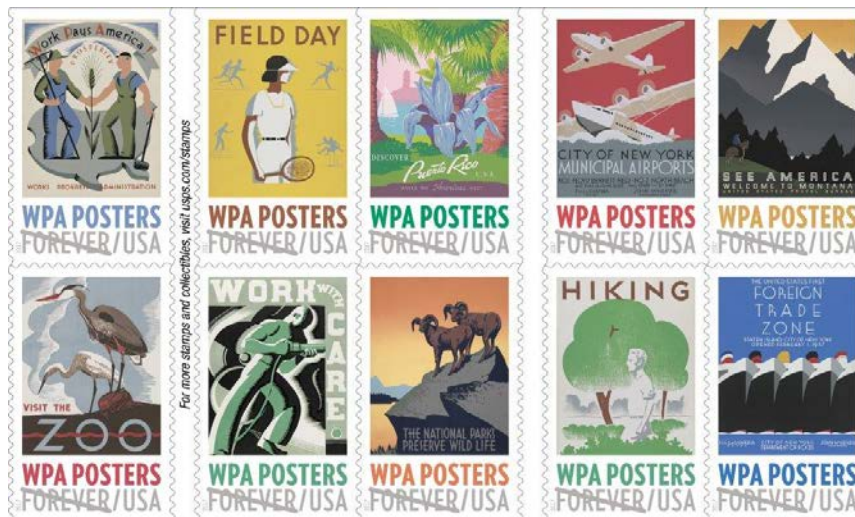
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Celebrating the Posters of the Work Projects Administration

*Postal Service Issues New Forever Stamps at Franklin D. Roosevelt
Presidential Library and Museum*

HYDE PARK, NY — The U.S. Postal Service today dedicated the visually striking posters of the Work Projects Administration (WPA) as a booklet of 10 designs and 20 Forever stamps during a first-day-of-issue ceremony at the [Franklin D. Roosevelt Presidential Library and Museum](http://www.fdrlibrary.com) in Hyde Park, NY.

The posters were created by Depression-era artists employed by the Poster Division of the WPA Federal Art Project. The booklet features 20 stamps of 10 different designs originally created to support the civic-minded ideals of Franklin D. Roosevelt's New Deal programs.

"It is undeniable that Franklin Delano Roosevelt understood the importance of visual design and how it could communicate powerful messages of optimism, hope and perseverance. It is also fitting that these WPA posters are being memorialized on postage stamps, because President Roosevelt had a lifelong fascination with stamps as artwork," said Postmaster General and Chief Executive Officer Megan J. Brennan, who dedicated the stamps.

Brennan was joined at the stamp dedication ceremony by Paul Sparrow, director, Franklin D. Roosevelt Presidential Library and Museum; Anthony Musso, author and historian; and David B. Roosevelt, grandson of Franklin and Eleanor Roosevelt.

“These stamps commemorate the work of my grandfather’s most ambitious New Deal program and the artwork generated from the WPA artists,” said Roosevelt. “Much of the artwork adorned public buildings built by WPA employees. Perfect examples include the post offices in Poughkeepsie, Hyde Park and Rhinebeck, to name only a few in the Hudson Valley, and many others around the nation.”

The stamps feature 10 illustrative posters from the Library of Congress collection.

Formed in 1935 as the Works Progress Administration — renamed Work Projects Administration in 1939 — the WPA provided millions of jobs during the Great Depression. Lasting until 1943, the WPA’s Federal Art Program’s Poster Division was absorbed into World War II programs.

WPA artists greatly advanced silkscreen-printing, an economical medium, also employing woodblock and lithographic processes. At the height of the Federal Art Program, cities in 18 states had Poster Project offices, printing 2 million posters of approximately 35,000 designs.

Posters were displayed in public spaces and municipal buildings to encourage domestic travel, education, health, conservation and other civic ideals, while stimulating morale and the economy. Decades of obscurity followed the posters’ disappearance from the American scene but appreciation of the posters’ distinctive style and artistic influence has grown since their re-discovery.

Background on Poster Designs

Many records about the Poster Division are long lost. Known poster office locations and publication dates are as follows:

“Hiking,” Chicago, 1939.

“Field Day,” Chicago, 1939.

“Discover Puerto Rico, U.S.A.,” New York City, ca. 1936–40.

“City of New York Municipal Airports,” New York City, ca. 1936–37.

“Visit the Zoo,” Pennsylvania, ca. 1936–41.

“Work With Care,” Philadelphia, ca. 1936–37.

“The National Parks Preserve Wild Life,” New York City, ca. 1936–39.

“Work Pays America! Prosperity,” New York City, ca. 1936–41.

“See America Welcome to Montana,” New York City, ca. 1936–39.

“The United States’ First Foreign Trade Zone,” New York City, 1937.

The posters featured on these stamps are from the Prints and Photographs Division of the Library of Congress, which houses the largest collection of WPA posters.

Antonio Alcalá served as the art director of the project and designed the stamps with Maribel O.

Gray.

Followers of the U.S. Postal Service's Facebook page can view streaming video of the first-day-of-issue ceremony at [facebook.com/USPS](https://www.facebook.com/USPS). The public is asked to share the news on Twitter and Instagram using the hashtag - **#WPAForever**.

Customers may purchase the WPA Posters Forever stamp at usps.com/stamps, at the [Postal Store usps.com/shop](https://usps.com/shop), by calling 800-STAMP24 (800-782-6724) and at Post Office locations nationwide. A variety of stamps and collectibles also is available at ebay.com/stamps.

Ordering First-Day-of-Issue Postmarks

Customers have 60 days to obtain first-day-of-issue postmarks by mail. They may purchase new stamps at local Post Offices, at the Postal Store 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 envelopes addressed to:

FDOI – WPA Posters Stamps
USPS Stamp Fulfillment Services
8300 NE Underground Drive, Suite 300
Kansas City, MO 64144-9900

After applying the first-day-of-issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for postmarks up to a quantity of 50. For more than 50, customers are charged 5 cents each. All orders must be postmarked by May 7, 2017.

Ordering First-Day Covers

The Postal Service also offers first-day covers for new stamps and 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 six philatelic products for this stamp issue:
674606, Press Sheet with Die-cut, \$78.40.
674610, Digital Color Postmark Keepsake (random DCP), \$11.95.
674616, First-Day Cover (set of 10), \$9.30.
674621, Digital Color Postmark (set of 10), \$16.40.
674624, Framed Art, \$39.95.
674630, Ceremony Program, \$6.95.

Many of this year's other stamps may be viewed on Facebook at [facebook.com/USPSStamps](https://www.facebook.com/USPSStamps) or via Twitter [@USPSstamps](https://twitter.com/USPSstamps).

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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