

## **POSTAL NEWS**

FOR IMMEDIATE RELEASE March 28, 2008

Contact: James T. Wigdel usps.com/news Release: SF08-032



## Stamp Illustrator Sergio Baradat to Join First-Day Ceremony New Tropical Fruit Stamps First-Day-of-Issue Will Take Place at WESTPEX 2008

BURLINGAME, Calif. — The U.S. Postal Service and WESTPEX Stamp Show announced today that the new Tropical Fruit Stamps' illustrator, Sergio Baradat, will take part in the First-Day-of-Issue Ceremony at the WESTPEX Stamp Show, on April 25 at the San Francisco Airport Marriott Hotel in Burlingame. The ceremony will begin at 1 p.m. in the Irvine Room.

"We are very excited to have Sergio join us for the ceremony," said Edward H. Jarvis, chairman of the board of Westpex Inc. "His presence will make the First-Day-of-Issue festivities that much more special by providing his insight into stamp illustration."

The new 27-cent, Tropical Fruit definitive stamps in five designs picture tropical fruit that look good enough to eat. Baradat created art that visually slices or halves five tropical fruits - pomegranate, kiwi, star fruit, papaya and guava - depicting them in eye-catching and mouth watering color.

Cuban born Baradat (www.baradat.com) is a celebrated designer, photographer and illustrator. His talented work is recognized internationally and is part of the permanent collection of the Smithsonian's Cooper Hewitt Museum in New York City. He has received numerous awards from the Art Directors Club of Los Angeles and New York, Print Magazine, Communications Arts, American Illustration and the Society of Illustrators (Los Angeles), among others.

In addition to the Tropical Fruit Stamps, the U.S. Postal Service awarded Baradat a commission for the design of the "Let's Dance-Bailemos" 37-cent stamp, MAMBO, which honors the contributions of Latino art to American culture.

Customers can conveniently use the Tropical Fruit Stamps to mail postcards at the new 27-cent postcard price that takes effect May 12, 2008.

WESTPEX (www.westpex.com) is the largest and most successful stamp show held west of the Mississippi. For 48 years WESTPEX has been the place on the west coast where stamp collectors and dealers from all over the world meet to show, buy, sell and talk philately. WESTPEX 2008 will be held April 25-27 at the San Francisco Airport Marriott Hotel in Burlingame.

###

An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation – 146 million homes and businesses. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$75 billion and delivers nearly half the world's mail.