

# Lunar New Year • Year of the Dragon



# Background

As the auspicious Year of the Dragon begins, the U.S. Postal Service celebrates the Lunar New Year holiday with a colorful new stamp. The Year of the Dragon begins February 10, 2024, and ends January 28, 2025.

Parades, customary foods, and red and gold lanterns mark the Lunar New Year festival for people all over the world. Celebrants set off firecrackers to ward off evil spirits and clean their houses to signify a moment of renewal before spring. They write couplets, give gifts, and prepare traditional meals to celebrate the coming year.

People born in the Year of the Dragon are said to be successful, wise, and powerful. In fact, many consider the dragon to be so favorable, they plan for children to be born under the sign. Every twelve years, many Asian communities experience a baby boom because of the allure of the dragon, the only mythical creature in the Chinese zodiac.

# Stamp Design

- Stamp Format: Single (sold as pane of 20)
- Art Director & Designer: Antonio Alcalá
- Artist: Camille Chew
- Stamp Denomination: Forever
- Dimen at Print Size: Commemorative



# Rights and Permissions

- ▶ Restrictions: No restrictions and no approval required for use of postage stamp. Stamp art in whole or in part can be used with or without perforations, denomination, or other stamp text on philatelic products, stamp-related marketing, and other products sold or licensed by the Postal Service. For clarity, USPS must use static images of the stamp art when including embedded text and cannot access the font software without its own license or use the embedded text separately. Check with Legal for use of the simplified dragon rabbit design displayed on the Selvage separate from the Selvage as a whole.
- ▶ Legal Notice: No legal notice required
- ▶ RSVP URL: [usps.com/lunarnewyeardragon](https://usps.com/lunarnewyeardragon)
- ▶ Hashtag: #LunarNewYearDragon / #LunarNewYearStamps

# First Day of Issue

January 25, 2024  
11:00 AM

International District/Chinatown  
Community Center  
719 8th Avenue South  
Seattle, WA 98104



# First Day of Issue

- LOCATION: **Seattle's International District / Chinatown** - from the 1860's through much of the 20th century, this neighborhood was the first stop for Asian migrants, and it remains a vibrant and diverse hub.
- VENUE: International District / Chinatown Community Center
- PARTNER: City of Seattle Parks and Recreation Department
- TARGET AUDIENCE: Seniors and youth of Asian descent frequent the many drop-in programs including table tennis, badminton, Chinese dance, kung fu, tai chi, and senior games. **Seattle's population of 749,156 is 16% Asian (119,800).**
- ESTIMATED ATTENDANCE: 200 - 250

# First Day of Issue



Gymnasium capacity is 395



Multipurpose room off lobby for retail

Contact:

Doreen Deaver (she/her)  
Recreation Coordinator- IDCCC  
City of Seattle, [Seattle Parks and Recreation](#)  
O: 206-233-2589 | 206-233-0042  
[Doreen.Deaver@seattle.gov](mailto:Doreen.Deaver@seattle.gov)

# Invitation Copy Guidelines

The United States Postal Service  
cordially invites you to attend the  
Lunar New Year: Year of the Dragon  
Commemorative Forever® Stamp  
First Day of Issue Dedication Ceremony

January 25, 2024

11:00 AM

International District/Chinatown  
Community Center  
719 8<sup>th</sup> Avenue South  
Seattle, WA 98104





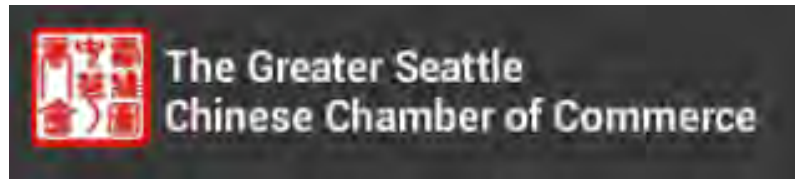
# Potential Partners Social Media



**Seattle Parks**

@SeattleParks

<https://www.facebook.com/SeattleParksandRecreation?fref=ts>  
<https://twitter.com/SeattleParks>



Email: [info@seattlechinesechamber.org](mailto:info@seattlechinesechamber.org)  
Phone: 206-552-0818  
PO Box 3182, Seattle, WA 98114



Claudine Cheng - [claudine@claudinecheng.com](mailto:claudine@claudinecheng.com)



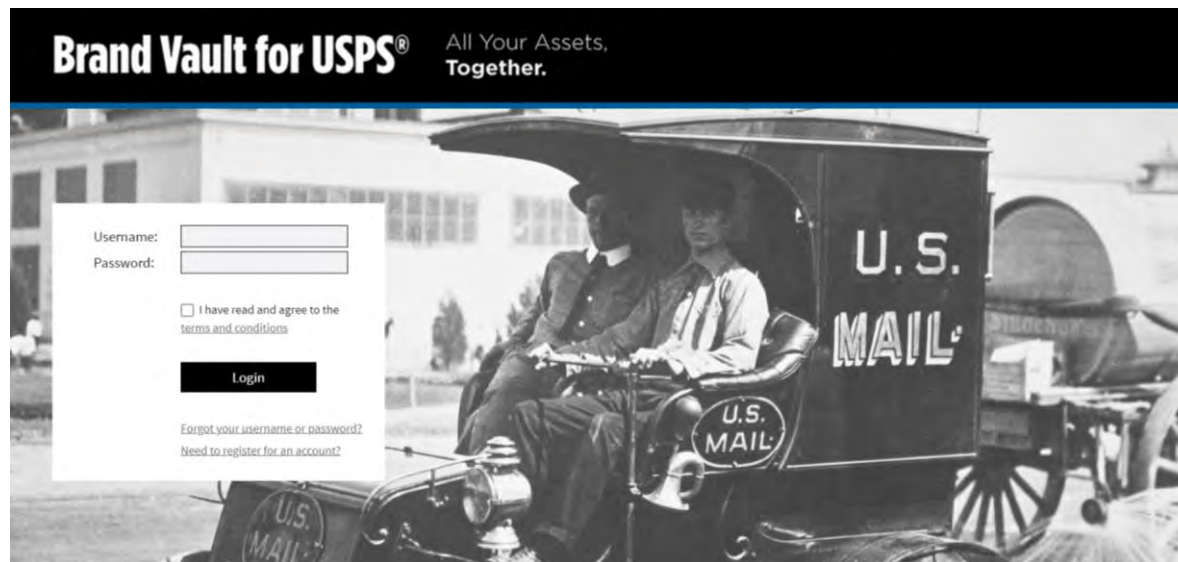
Head of Communications: Laura Gentry  
[laura.gentry@spl.org](mailto:laura.gentry@spl.org)

# Key deliverables and deadlines

- ▶ Checklist items for FDOI submitted to Four75 Oct 27
- ▶ URL Background Nov 27
- ▶ Invitation Mail Date Dec 12
- ▶ Media Advisory with FDOI Details Dec 12
- ▶ Completed Checklist Items from Four75 Jan 11
- ▶ Ceremony Program copy to Four75 Jan 11
- ▶ Submit briefing book, press release, speech, script for review Jan 11

# Brand vault

- ▶ To request access to Brand Vault click the link on the home page.
- ▶ For stamp questions contact Bryan Duefrene [Bryan.a.Duefrene@usps.gov](mailto:Bryan.a.Duefrene@usps.gov)



<https://bg7web.marketforward.com/Scripts/WebObjects.dll/TSWeb?site=USPS>

# Profile text

- ▶ To request access to Photo Assist or for any questions, please contact Michael Henry [Michael.j.henry@usps.gov](mailto:Michael.j.henry@usps.gov)



# Field stamp dedication ceremonies

- ▶ Contact Stamp Services HQ to discuss image restrictions and potential philatelic item availability. [Michael.j.henry@usps.gov](mailto:Michael.j.henry@usps.gov)
- ▶ Locally produced items are prohibited. Only merchandise that has been assigned an item number by HQ Stamp Services or HQ Retail Marketing is allowed. Only Postal Service™ issued products can be sold in Post Offices.
- ▶ For More information see Standard Operating Procedures Field Stamp Dedication Ceremonies document on USPS Blue Page

<https://blue.usps.gov/corpcomm/national-events/sop-stamp-ceremony.htm>