



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Feb. 20, 2025

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Betty White to Smile on New Stamp

What: The U.S. Postal Service will commemorate the warmth, wit and charisma of Betty White by honoring the late actress and comedienne with a new stamp bearing her likeness.

The first-day-of-issue event for the Betty White stamp will be held at the Los Angeles Zoo and Botanical Gardens. For free day-of-event admission to the zoo, see below.

News of the stamp is being shared with the hashtag **#BettyWhiteStamp**.

Who: The Honorable Amber McReynolds, chairwoman, U.S. Postal Service Board of Governors

When: Thursday, March 27, 2025, at 11 a.m. PT

Where: [Los Angeles Zoo and Botanical Gardens](#)
Allen Ludden Plaza
5333 Zoo Drive

Los Angeles, CA 90027

RSVP: Attendees may preregister for the event, including free admission to the zoo, at usps.com/bettywhitestamp.

Background: This collectible Forever stamp honors beloved American actress and comedienne Betty White (1922-2021), whose impish smile is depicted on the stamp and lit up performances in a career that spanned more than 60 years. Often referred to as the “First Lady of Television,” White was honored with five Primetime Emmy Awards for her work in television, as well as three Screen Actors Guild Awards, a Grammy Award and a star on the Hollywood Walk of Fame. She was also much recognized for her animal welfare work.

The Betty White stamp features a digitally created portrait of the cherished star against a violet-colored background and, in a lighter shade, bubbly spots that befit her sparkling personality. She is portrayed wearing a polka-dotted blue top. “Betty White” is printed in white near the bottom of the stamp artwork. “FOREVER USA” is printed just below, in violet. Her name also appears centered atop the white selvage, also in violet.

The Betty White stamp will be available in panes of 20. As Forever stamps, they will always be equal in value to the current First-Class Mail 1-ounce price.

Postal Products

Customers may purchase stamps and other philatelic products through the [Postal Store](https://usps.com/shopstamps) at usps.com/shopstamps, by calling 844-737-7826, by mail through [USA Philatelic](https://usps.com/usa-philatelic) or at Post Office locations nationwide. For officially licensed stamp products, shop the [USPS Officially Licensed Collection on Amazon](https://usps.com/officially-licensed-collection-on-amazon). Additional information on stamps, First Day of Issue Ceremonies and stamp inspired products can be found at [StampsForever.com](https://stampsforever.com).

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The Postal Service generally 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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