

## **POSTAL NEWS**

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## U.S. Postal Service Celebrates 250 Years

A new eagle takes flight to commemorate the milestone

WASHINGTON — The U.S. Postal Service is celebrating 250 years of continuous and reliable delivery to the American people.

Before the invention of telegraphs, telephones and televisions, the Postal Service was created and has evolved to serve the nation through decades of technological, cultural and economic changes. As the organization's anniversary approaches, USPS honors its past while focusing on delivering now and into the future.

"The founders of our great nation saw the intrinsic need of postal services as the United States was born—even before the country itself was formed. Since that time, our universal mail system has strengthened the bonds of friendship, family and community," said acting U.S. Postmaster General Doug Tulino. "The Postal Service remains a great organization connecting our nation and helping power our economy. We are proud to help set the stage for the 250th anniversary of the United States next year, and we look forward to continuing to serve the American public for another 250 years."

The bald eagle has been featured on the official USPS seal since 1970, when the Postal Reorganization Act was signed into law. The eagle encompasses everything USPS stands for and embraces the symbol the nation's founders chose to represent America's strength and freedom. That symbolism was carried over into the creation of the current Postal Service "sonic eagle" logo in 1993 and now has been evolved further in honor of the 250th anniversary.

The new Eagle in Flight symbol was created in collaboration with the Turner Duckworth agency to showcase the iconic and unique role of connecting the nation through the past, present and future. The face of the Eagle in Flight honors the Postal Service's roots while amplifying the notion of delivering into the future through the wings. As it takes flight, its wings show confidence and purpose, while the vibrant colors exude a spirit of celebration. The Eagle in Flight does not replace the sonic eagle logo but will be used to help celebrate throughout 2025.

In addition to unveiling the Eagle in Flight symbol, USPS will commemorate this historic milestone with several exciting events and releases throughout the year, including:

- Commemorative stamps;
- A USPS-licensed coffee table book;
- A 250th anniversary edition of "The United States Postal Service: An American History," available online and in print;
- Assorted branded merchandise;
- A special episode of the "Mail with Mr. ZIP" YouTube series that will focus on the 250th anniversary;
- Special advertising campaigns using the "Delivering since 1775" theme;
- Social media, podcasts and blog posts to commemorate the milestone; and
- Other exciting events to be announced as the anniversary approaches.

News and updates of the U.S. Postal Service's 250th anniversary activities can be found at *usps.com/news* or by using the hashtag **#USPS250** on social media.

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**Please Note:** The United States Postal Service is an independent federal establishment, mandated to be self-financing and to serve every American community through the affordable, reliable and secure delivery of mail and packages to 169 million addresses six and often seven days a week. Overseen by a bipartisan Board of Governors, the Postal Service is implementing a 10-year transformation plan, *Delivering for America*, to modernize the postal network, restore long-term financial sustainability, dramatically improve service across all mail and shipping categories, and maintain the organization as one of America's most valued and trusted brands.

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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