

From David Tetzlaff, Zoo Director

News Release

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For Immediate Release

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New U.S. Postal Stamps Premiered at Naples Zoo ***South Florida Wetlands Featured on New Stamp Available Nationwide***

Naples, FL – On October 4, the United States Postal Service hosted the national First-Day-of-Issue dedication ceremony for the educational *Nature of America: Southern Florida Wetland* commemorative stamp sheet and stamped postal cards, which depict 21 plants and creatures inhabiting the Florida Everglades. The sheet of 10 First-Class 39-cent stamps and 10 stamped postal cards are now available nationwide.

Throughout the morning, 150 elementary school students and their chaperones from Everglades City School, Lake Park Elementary School in Naples, and Immokalee Community School participated in an educational "Zoo Safari" to learn about different species on the stamp pane. The safari was hosted by the following wildlife conservation organizations: Big Cypress National Preserve; Collier County Audubon Society; Collier County Environmental Department; Conservancy of Southwest Florida; Corkscrew Swamp Audubon Sanctuary; CREW Land & Water Trust; Everglades National Park; Fakahatchee Strand Preserve State Park; Florida Panther, 10,000 Islands, and J. N. "Ding" Darling National Wildlife Refuges; Florida Wildlife Federation; Friends of the Florida Panther Refuge; Naples Botanical Garden; National Wildlife Federation; Rookery Bay; Safari Club; and the US Fish & Wildlife Service.

The ceremony began at 11 a.m. as Mayor Bill Barnett welcomed attendees then handed over the stage to master of ceremonies David E. Failor, Executive Director of Stamp Services, from Washington, D.C. who masterfully kept both adults and children entertained including an offering of lion jokes in honor of the big cats watching events in the RainForest Grove from their exhibit that borders the area. Naples High School Junior R.O.T.C. did a presentation of colors while Fort Myers postal employee Elaine Warren-McNeal performed the national anthem. Senator Bill Nelson's Regional Director for SW Florida, Stacey Smith, spoke along with Senator Mel Martinez's SW Florida Director, Tzaicel Hernandez, who read a congratulatory letter from the Senator. Also attending was Collier County Board of Commissioners Chairman Frank Halas, Acting Postmaster of Naples Rick Schmidt, USPS Suncoast District Manager Michael Jordan, Zoo Founder Nancy Jane Tetzlaff, along with National Wildlife Federation's Ranger Rick.

The official dedication was performed by Anthony J. Vegliante, Executive Vice President and Chief Human Resources Officer for the United States Postal Service. He spoke of the values and history portrayed on stamps as well as how they “pay homage to the land that we love, to the great diversity and beauty of the American countryside.” Officials from the local post office as well as Washington staff together with Zoo officials and students from the three elementary schools then came to the dais for the official unveiling of a giant replica of the stamp pane.

Remarks about the wildlife represented on the stamp and their importance were presented by Naples Zoo Board of Directors President and wildlife biologist Larry Richardson. “It is entirely appropriate that we gather here at the Naples Zoo to celebrate the unveiling of the Southern Florida Wetland commemorative stamps. This Zoo is now the interface to what’s out there; a window to what is wild, rare and beautiful; what is revealed in these magnificent stamps.” Following this, Naples Zoo Director David Tetzlaff introduced the audience to a living representative of one of the species on the stamp, an American alligator. He asked the adults’ indulgence in order that he could use his time to address the students in attendance. He recalled the great conservationists he grew up with and encouraged them that the next generation’s leaders might be one of them sitting there today. “Take these memories with you,” Tetzlaff reminded them. “Make it your responsibility to protect these animals. You are the future for the natural world.”

A closing song from Disney’s Lion King inspired *Rhythm of the Pride Lands* was sung by Felix Jiles, Sr. of FJ Productions. The song was brought to life in a dramatic way as the real life roars of the Zoo’s lions accompanied Jiles voice. The ceremony concluded with an autograph session. A retail tent near the front of the zoo also offered a wide variety of South Florida Wetland stamp products. First-Day-of-Issue postmarks are available until Nov. 3, 2006 via the means below.

How to Order First-Day-of-Issue Postmark

Customers may purchase new stamps at The Postal Store Web site at www.usps.com/shop, by telephone at 1-800-STAMP-24 and at their local Post Office. They should affix the stamps to envelopes of their choice, address the envelopes, to themselves or others, and place them in a larger envelope addressed to:

SOUTHERN FLORIDA WETLAND STAMPS
POSTMASTER
NAPLES MAIN POST OFFICE
1200 GOODLETTE RD N
NAPLES FL 34102-9998

After applying the first-day-of-issue postmark, the envelopes will be returned through the mail. There is no charge for the postmark. Orders must be postmarked by Nov. 3, 2006.

How to Order First-Day Covers

Stamp Fulfillment Services also offers first-day covers for new stamp issues and Postal Service 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. Customers may request a free catalog by calling 800-STAMP-24 or writing to:

INFORMATION FULFILLMENT
DEPT 6270
US POSTAL SERVICE
PO BOX 219014
KANSAS CITY MO 64121-9014

Philatelic Products

This stamp issue has five philatelic products:

- Item 567462, First-Day Cover (Full Pane) - \$6.40.
- Item 567464, Canceled Full Pane - \$6.40.
- Item 567466, Stamped Postal Cards - \$7.95.
- Item 567484, Uncut Press Sheet - \$31.20.
- Item 567493, Cancellation Keepsake (Pane w/Full Pane First-Day Cover) - \$10.30.

Since 1775, the United States Postal Service and its predecessor, the Post Office Department, have connected friends, families, neighbors and businesses by mail. An independent federal agency that visits more than 144 million homes and businesses every day, the Postal Service is the only service provider delivering to every address in the nation. It receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$70 billion, it is the world's leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 46 percent of the world's mail volume — some 212 billion letters, advertisements, periodicals and packages a year — and serves ten million customers each day at its 37,000 retail locations nationwide.

Naples Zoo is a 501(c)(3) charitable organization located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. In addition to innovative presentations like Serpents: Fangs & Fiction and Planet Predator, the Zoo offers a historic botanical garden and many rare animals. Guests board the Primate Expedition Cruise to glide by islands inhabited by monkeys, lemurs, and apes living in natural habitats. Admission (\$15.95 adults age 13+/ \$9.95 children 3 to 12, under 3 free) includes all shows and the boat ride. Visitors can also pick up a healthy lunch and snacks at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. The Zoo welcomes guests daily from 9:30 to 5:30 with the last ticket sold at 4:30. To learn more, click www.napleszoo.com or call (239) 262-5409.

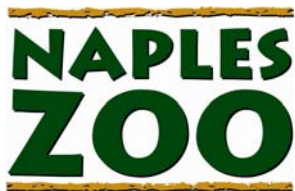
IMAGES: For a print quality images of the event, the stamp pane, and some of the animals depicted, click www.napleszoo.com/press.

USPS

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Naples Zoo www.napleszoo.com

