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**JEFFERSON  
NATIONAL PARKS  
ASSOCIATION**

FOR IMMEDIATE RELEASE

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### **New Postal Cover Commemorates Inspiring Stories – 40<sup>th</sup> Anniversary of the Gateway Arch**

St. Louis, MO: The dream born 70 years ago and completed 40 years ago is commemorated in the new special, limited-edition postal cover created by the US Postal Service, the National Park Service and Jefferson National Parks Association. The unveiling event will be on Friday October 28 at 10:30 in the lobby of the Gateway Arch as part of a day-long celebration of the Arch's 40<sup>th</sup> anniversary.

This limited-edition cover was created to mark the 40<sup>th</sup> anniversary of the completion of the construction of the Gateway Arch on October 28, 1965. The cachet design is the official 40<sup>th</sup> anniversary logo for the Gateway Arch in full color with silver foil. The cancel image features Eero Saarinen, architect on the project, the date of the construction project and the Gateway Arch station. The image of Eero Saarinen was done by local artist Michael Haynes who is renowned for his detail with historical figures. The cover will have 2 stamps which are both patriotic in recognition of this site being one of our country's national memorials. One stamp is a 5-cent stamp from the era of the construction of the Gateway Arch and features the White House and the American flag. The other stamp is the current day 37-cent American flag stamp. The stamps will be hand cancelled by the US Postal Service.

Mark H. Anderson, USPS St Louis Postmaster and Peter Rexford, nationally syndicated newspaper columnist based in St. Louis will both speak at the event. Mr. Rexford's column chronicles collectible coins, stamps, currency, gold, silver and related memorabilia. He assisted the US Postal Service with the issuance of the Lewis and Clark commemorative stamps in St Charles as well as other national postage stamp releases at the St Louis Zoo, History Museum and other regional institutions. Peter is also a St Louis native who was present when the last piece of the Arch was lowered into place.

The first 500 covers will be available immediately after the unveiling for purchase for \$5.00 from the USPS in the lobby of the Gateway Arch. Remaining quantities of the cover will then be available at the Museum Store in the Gateway Arch lobby while supplies last. They will also be available for mail orders at [www.archanniversary.com](http://www.archanniversary.com) or at 1-800-537-7962 – shipping cost will be \$1.50 for 10 and \$3.50 for more than 10.

Several workers on the construction project such as builders, photographers and filmmakers as well as other dignitaries will be available to autograph the covers. The Gateway Arch is a memorial that not only captures the inspiring stories of our country's westward expansion but is itself an incredible story of courage and innovative design.

Jefferson National Parks Association (JNPA) is a non-profit organization which supports the Jefferson National Expansion Memorial (JNEM) through educational and commemorative product sales as well as development programs such as the Gateway Arch Missouri license plates. JNPA has published books and has won the Association for Partners and Public Lands Media Award for their publication on the Museum of Westward Expansion. Proceeds from sales are used to help sustain educational programs and projects at JNEM and the Gateway Arch.

*Jefferson National Parks Association educates and inspires present and future generations through the priceless national parks and historic treasures of St. Louis and the Nation.*