



MEDIA ADVISORY:
Willie Colón, American Idol's Vonzell Solomon,
Salsa Stamp Designer José Ortega, and
Copacabana Dancers
Preview *Let's Dance/Bailemos* Stamps

WHO: Legendary Trombonist **Willie Colón**, American Idol's **Vonzell Solomon**, stamp designer **José Ortega** and **Copacabana Dancers**

WHAT: Morning Photo Opportunity for *Let's Dance/Bailemos* stamps

ALL MEDIA ARE INVITED FOR PHOTOS AND PRESS!

WHEN: Saturday, September 17, 2005
10:30 AM – 11:30 AM

WHERE: Copacabana
560 W. 34th Street & 11th Avenue
New York, NY 10001
212-239-2672

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Monica Hand – monica.a.hand@usps.gov, 212-330-3118

ABOUT "LET'S DANCE/BAILEMOS"

Honoring the contributions of Latino art to American culture, the U.S. Postal Service is issuing four stamps in 2005 featuring dances that trace their roots to the Caribbean islands. Showcasing one of four popular dances on each stamp, Latino artists have created designs that express their

personal interpretations of merengue, salsa, cha-cha-chá, and mambo, using vivid colors and sinuous shapes to capture the energy generated by dancers moving to the beat.

Cha-cha-cha

Capturing the famous Cha-cha-chá in a vivid stamp is a native of El Gabríel, Cuba, artist **Edel Rodríguez**, who resides in Mt. Tabor, New Jersey. Derived from Cuba's danzón, and taking its name from the last three beats in its 1-2, 1-2-3 rhythm, the cha-cha-chá is slower and more constrained than the up-tempo moves of its sister, the Mambo.

Mambo

The Mambo stamp was created by **Sergio Baradat**, who, as a young child, left Cuba with his parents and immigrated to the United States. Known for its up-tempo beat, fast footwork, and sensuous body language, mambo laid the groundwork for its offshoots: cha-cha-chá and salsa.

Salsa

Salsa stamp creator **José Ortega**, who was born in Ecuador, grew up in New York City and currently owns a Salsa club in Toronto. Popularized in the 1960s by New York Puerto Rican musicians, salsa integrates rhythm and blues, and jazz into Afro-Cuban rhythms.

Merengue

The Merengue stamp was captured by freelance illustrator **Rafael López**, who was born in Mexico City but now resides in San Diego. The Merengue is a blend of European and African derived styles and is the national dance of the Dominican Republic.

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POSTAL NEWS

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**U.S. POSTAL SERVICE 'DANCES IN SEPTEMBER' DURING
HISPANIC HERITAGE MONTH**

Stamps honoring Latin dance issued at legendary Copacabana

NEW YORK – September is Hispanic Heritage Month! In honor of this annual occasion, the Postal Service is issuing a collection of four beautifully-designed stamps entitled “Let’s Dance/Bailemos.” Each stamp commemorates a popular Latin dance: Cha-cha-chá, Merengue, Salsa and Mambo.

The “Let’s Dance/Bailemos” collection will be dedicated at the Puerto Rican Family Foundation’s Excellence Awards *Noche de Fiesta* on September 17, 2005 at 7:00PM at the Copacabana in New York City. The evening will feature special guest appearances by stamp artists Edel Rodriguez (designer of the Cha-cha-cha stamp) and José Ortega (designer of the Salsa stamp) and performances by acclaimed composer/trombonist Willie Colón and the renowned Copa Girls. Anthony Vegliante, chief human resources officer and executive vice president for the Postal Service, will present the “Let’s Dance/Bailemos” collection.

“We are truly proud to host the U.S. Postal Service as they unveil these magnificent stamps dedicated to Latin dance,” said Maria Elena Girone, president of the Puerto Rican Family Foundation. “This is a wonderful recognition of our culture, providing iconic images of our most coveted dances.”

The Puerto Rican Family Foundation’s annual Excellence Awards recognizes individuals who have made significant contributions to the Hispanic community. This year’s *Noche de Fiesta* is dedicated to the Mexican Independence Day, and the awardees are Jorge Ramos (WNJU-TV 47), Alejandro Cobos (AMOR 93.1FM) and Jaime Lucero (Casa Puebla).

Although tickets for the fundraising gala range from \$50 to \$150, stamp enthusiasts can enjoy the festivities at no charge by lounging in the “Top of the Copa” area above the ballroom. Visitors to the “Top of the Copa” can purchase stamps from the “Let’s Dance/Bailemos” collection and view a live broadcast of the stamp dedication ceremony.

WHAT: “Let’s Dance/Bailemos” Collection first-day of issue stamp dedication ceremony at the Puerto Rican Family Foundation’s Excellence Awards *Noche de Fiesta*

WHERE: Copacabana, 560 West 34th Street (at 11th Ave), NY, NY 10001; 212-239-2697

WHEN: Saturday, September 17, 2005

TIME: 7:00PM

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To see the "Let's Dance/Bailamos" commemorative stamps and other images from the 2005 Commemorative Stamp Program, visit the Postal Store at www.usps.com/shop and click on Release Schedule in the Collectors Corner.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free phone order at 1-800-STAMP-24. A wide selection of stamps and other philatelic items is also available at the Postal Store at www.usps.com/shop. Beautifully framed prints of original stamp art for delivery straight to the home or office are available at www.postalartgallery.com.

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