



Joint international philatelic initiative

World Post Day 2024



POSTCROSSING



Introduction



POSTCROSSING

The 150th anniversary of the Universal Postal Union is being celebrated across the international postal sector. As part of the celebrations, all Posts have been invited to issue stamps to mark this major anniversary. As a result, the UPU International Bureau (IB) is expecting a large number of philatelic issues on this theme.

For 9 October – the UPU’s founding date, celebrated as World Post Day (WPD) – the IB has decided to launch an ambitious new partnership with Postcrossing. This initiative will benefit Posts, collectors, associations, and the general public, helping to achieve even greater visibility for philately and boost cooperation and development in this area.

So, Postcrossing, the *Fédération Internationale de Philatélie* (FIP) and the UPU are excited to launch a major international event:

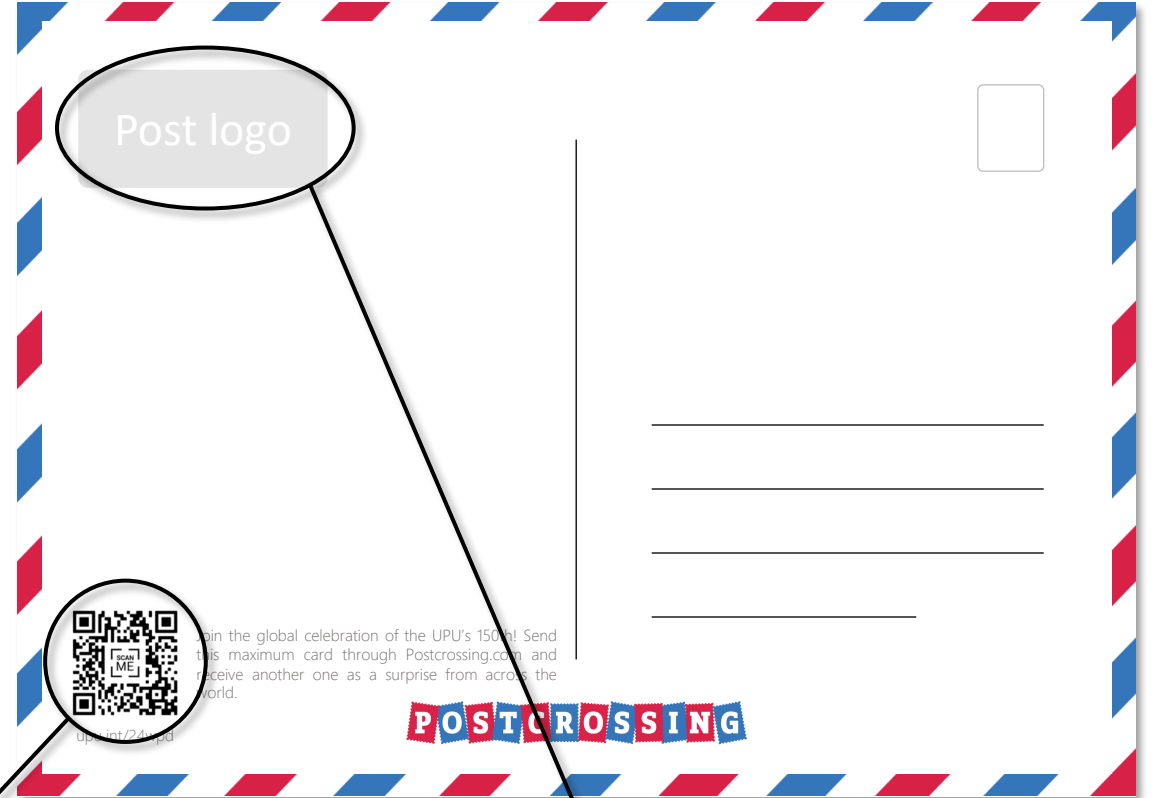
“A MAXIMUM CARD FOR MAXIMUM WORLDWIDE FUN”



From a postcard...



POSTCROSSING



More information on the UPU website:



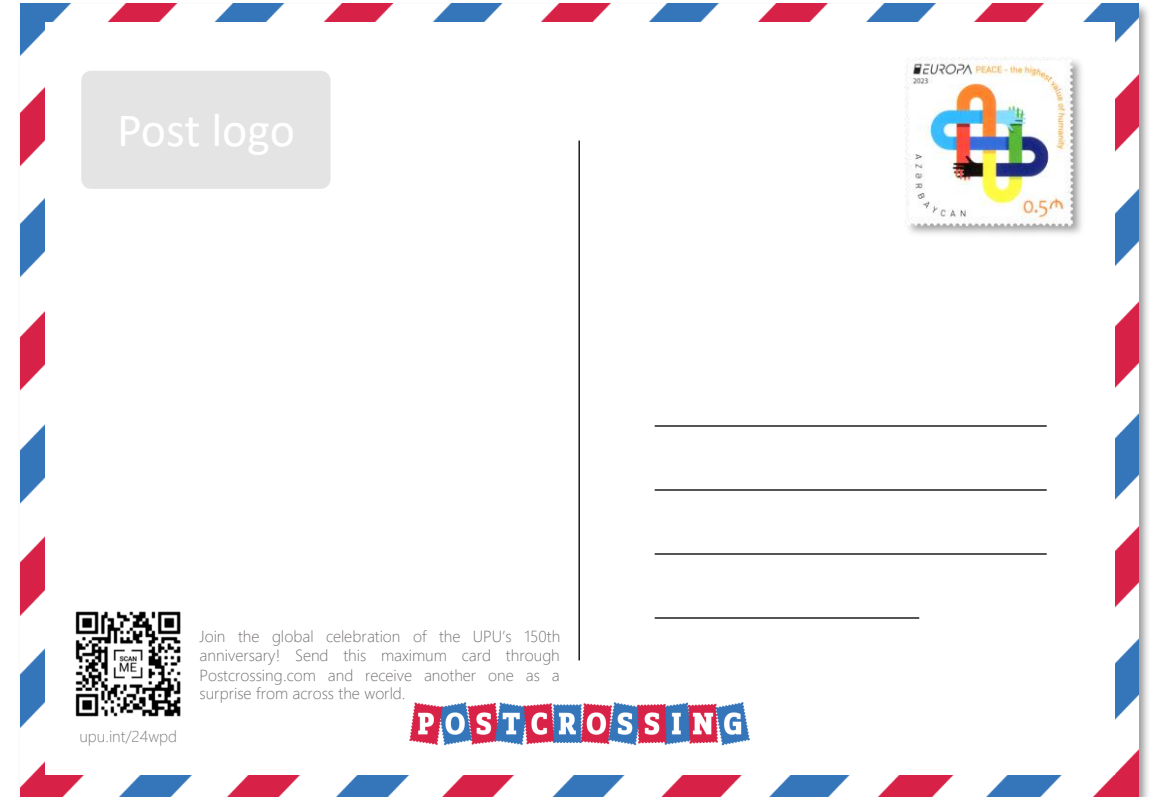
For each Post to personalize the postcard in line with its own visual identity standards



...to a maximum card!



POSTCROSSING



Also known as a maxi-card/maxicard, a maximum card is a postcard featuring an illustration, a postage stamp and an associated first-day cancellation on the picture side, all based on the same theme.



Stakeholders



POSTCROSSING



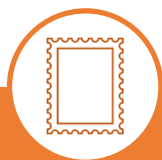
UPU | UNIVERSAL POSTAL UNION

WADP | World Association for the Development of Philately

Creation and supply of a common postcard design by the IB

Promotion of the initiative

Liaison with all stakeholders



FIP

National Philatelic Associations

Liaison with national philatelic associations worldwide for promotion



POSTCROSSING

Addressing

Marketing

Promotional support



Posts

Postcards provided to their customers

Sale of their stamps

Promotion of the initiative



How does it work?



POSTCROSSING



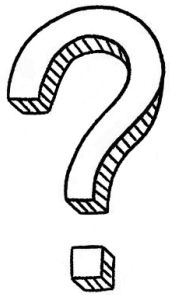
UPU
Preparation of guidelines and a joint postcard design for Posts...



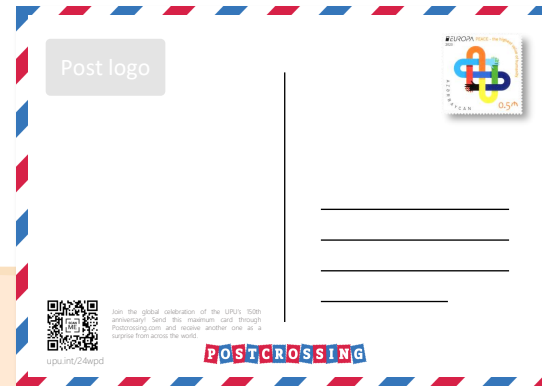
Posts
Personalization of the postcard, printing* and making it available to customers...



General public
Buy the UPU 150th anniversary commemorative stamp plus a stamp for postage...



Then what?



And make it a maximum card!

* Wherever possible, use a permeable paper, so that the ink from the cancellation stamp dries fully, minimizing the risk of smudging.

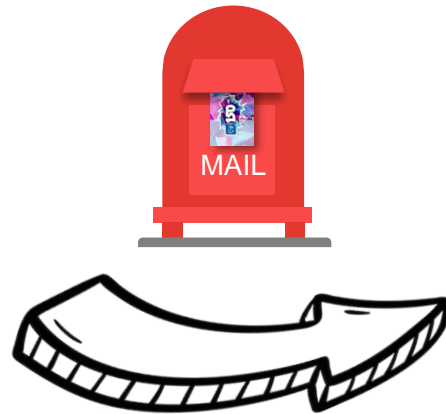


How does it work?



POSTCROSSING

Register at postcrossing.com and receive the address of a registered recipient...



Mail it and have postcards circulating all over the world between collectors and the general public!





Benefits for all



Fun

Encourages Posts to sell stamps with a new “fun” focus which goes beyond collecting, in an enjoyable activity that connects people.



Stamp dissemination

Encourage the circulation of first-day postmarked stamps.



Universal

Brings all Posts on board, bringing different, rich and varied stamp designs.



Visibility

Allows stakeholders (UPU, Postcrossing, Posts, associations, collectors, etc.) to participate in a fun worldwide initiative.



Development

Fosters the development of philately as a hobby.



Youth

Postcrossing is a hobby for all ages and a fun way to introduce philately to younger generations.

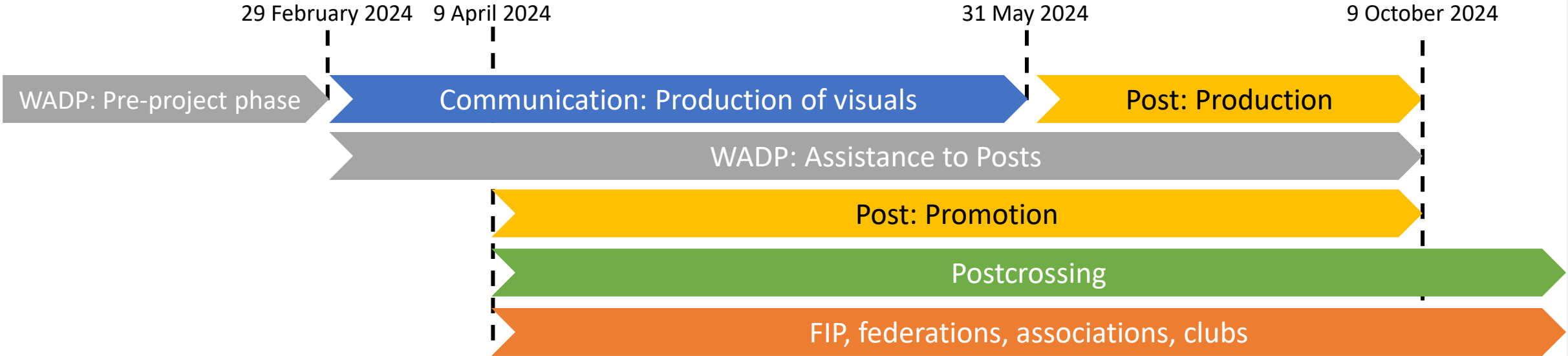
A global communication initiative open to all UPU member countries on a voluntary basis



Timeline and actions



- End of 2023 Contact a certain number of Posts, Postcrossing and the FIP to present the project and gauge their interest
- 20 March 2024 Send communication to Posts
- 9 April 2024 Launch communication stages (Posts, UPU, FIP, Postcrossing, etc.) (exactly 6 months prior to WPD)
- 31 May 2024 Publish design and communication kits on the UPU website
- 9 October 2024 Launch the initiative on World Post Day





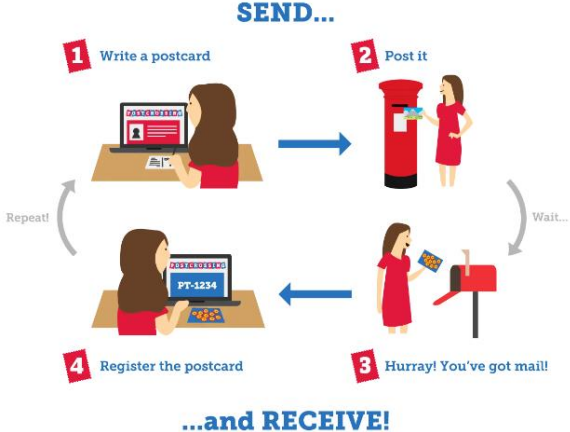
About Postcrossing



POSTCROSSING

The aim of Postcrossing is to allow postcards to be sent and received worldwide. The idea is simple: for each postcard sent, the sender receives a postcard back from a random *Postcrosser* located anywhere in the world.

As of March 2024, 76 million postcards have been exchanged using Postcrossing since 2005.



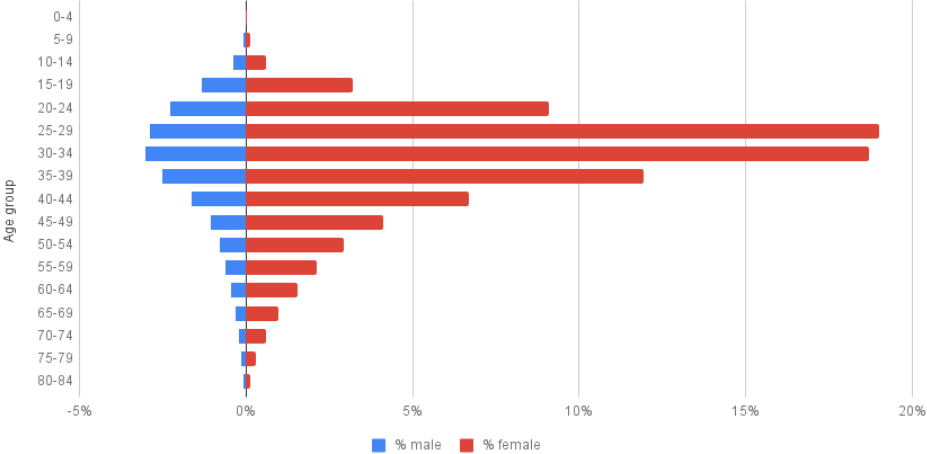
What is happening now?

- APaz uploaded postcard FI-4580606
- NewSpeak received a postcard from zimorodek
- GalinaGab received a postcard from JessieUy
- Oduvan received a postcard from simmo11
- marusya6891 sent a postcard to Malaysia
- stefbot75 received a postcard from Majda
- Eef_NL uploaded postcard US-10201388
- Hille456 received a postcard from BORISBRINKS
- Oif80 sent a postcard to United Kingdom
- witchuden uploaded postcard EE-314890
- yabiz uploaded postcard GB-1737358

Postcrossing in numbers

- 804,413 members
- 209 countries
- 75,956,104 postcards received
- 535 received in the last hour
- 384,140 postcards traveling
- 384,919,082,926 km traveled
- 9,604,968 laps around the world

Age-gender distribution



Visit postcrossing.com

Create an account — it's free!