



## ***La Florida* Earns “Stamp of Approval”**

---

On April 3, 2013 the U.S. Postal Service revealed its newest stamp commemorating the 500th anniversary of the naming of *La Florida*. During the Easter season of 1513, Spanish explorers first visited the state we now know as Florida. They named the land *La Florida* for Pascua Florida ("Feast of the Flowers"), Spain's Easter celebration, and for the verdant display of vegetation that they could see from their ship. The *La Florida* Forever Stamp is dedicated to Florida, the flowery land and all those who contribute to her long-lasting beauty, heritages and culture.

The *La Florida* Forever Stamp was created by artist Steve Buchanan. The block of four stamps features a cascade of blossoms that evokes the feeling of a tropical garden. Each stamp shows a particular variety of flower: red and pink hibiscus; yellow cannas; morning glories in white, red, and shades of purple; and white and purple passion flowers. Alongside the stamp pane, Art director Ethel Kessler chose to highlight the first Spanish explorers of Florida.

The stamp was introduced to the public at Flagler College by U.S. Postal Service Southern Area Operations Vice President Jo Ann Feindt, Florida Department of State Secretary Ken Detzner, U.S. Senator Bill Nelson of Florida, St. Augustine Mayor Joseph L. Boles. Flagler College President Dr. William T. Abare and actor Chad Light as Juan Ponce de León.

The public can purchase the 46-cent *La Florida* Forever® Stamp at their local Post Offices, online at [usps.com/stamps](http://usps.com/stamps) or by calling 800-STAMP24 (800-782-6724).



Florida Secretary of State Ken Detzner, Florida Deputy Secretary of State for Cultural, Historical and Information Programs Kerri Post and Director of Marketing, Katie Kole at the Florida Department of State stand in front of the new "La Florida" Forever stamp