

The 1963 March on Washington

EQUALITY

THIS STAMP COMMEMORATES the 50th anniversary of the August 28, 1963, March on Washington for Jobs and Freedom, which drew an unprecedented 250,000 participants.

Planners initially hoped for a crowd of 100,000. But by noon on the day of the march, it became clear the demonstration would attract more than twice that number. All morning long, “freedom trains” arrived in Union Station, at a rate of one every ten minutes. As Bayard Rustin, the main organizer of the event, observed, “It wasn’t the Harry Belafontes and the greats from Hollywood that made the march. What made the march was that black people voted that day with their feet.”

In a peaceful gathering filled with music and hope, marchers listened to popular artists of the day, including Joan Baez, Odetta, and Mahalia Jackson. Leaders from major civil rights organizations spoke passionately of their belief that freedom and justice for blacks and for the poor was long overdue.

The highlight of the event was the powerful “I Have a Dream” speech that Martin Luther King, Jr., delivered from the steps of the Lincoln Memorial. Quoting the prophet Amos, King declared, “We will not be satisfied until ‘justice rolls down like waters and righteousness like a mighty stream.’” He envisioned a day when “this nation would rise up and live out the true meaning of its creed: ‘We hold these truths to be self-evident, that all men are created equal.’”



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**FIRST-DAY-OF-ISSUE
CEREMONY**

UNITED STATES POSTAL SERVICE

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Celebrate the
Art of Stamps



JOB FREEDOM

MARCH ON WASHINGTON

FIRST-DAY-OF-ISSUE CEREMONY

THE NEWSEUM ■ 555 Pennsylvania Avenue, NW ■ Washington, DC
Friday, August 23, 2013 ■ 10:30 a.m.

MASTER OF CEREMONIES

The Honorable Alexander Williams, Jr.
United States District Judge

PRESENTATION OF COLORS

District of Columbia Fire and
EMS Department Honor Guard

NATIONAL ANTHEM

Deborah A. Mobley
United States Postal Service

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Scott Williams
Vice President of Sales & Marketing, Newseum

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Ronald A. Stroman
*Deputy Postmaster General
United States Postal Service*

Gabrielle Union
Actress

REMARKS

The Honorable John Lewis
5th Congressional District of Georgia

MUSICAL TRIBUTE

Joe Coleman
Former Lead Vocalist with The Platters

CLOSING REMARKS

Alexander Williams, Jr.



JOB FREEDOM

MARCH ON WASHINGTON

The U.S. Postal Service®, with this 2013 stamp, commemorates the 50th anniversary of the August 28, 1963, March on Washington for Jobs and Freedom. The highlight of the event — in which some 250,000 people participated — was the powerful “I Have a Dream” speech that Martin Luther King, Jr., delivered from the steps of the Lincoln Memorial.

The stamp art shows marchers against the background of the Washington Monument with placards calling for equal rights and jobs for all. Using broad strokes and painting in oil on gessoed illustration board, the artist conveys an impressionistic effect of the historic occasion. The 1963 March on Washington stamp is the last of three stamps being issued in 2013 in a civil rights set. The first in the set commemorated the 150th anniversary of the Emancipation Proclamation, and the second commemorated the 100th anniversary of the birth of Rosa Parks. An inspiring word appears in large type in the selvaige of each sheet: “Freedom,” for the Emancipation Proclamation; “Courage,” for Rosa Parks; “Equality,” for The 1963 March on Washington.

The March on Washington was a milestone in the civil rights movement. King called it “the greatest demonstration for freedom in the history of our nation.” Bayard Rustin, the main organizer of the event, observed, “What made the march was that black people voted that day with their feet.” It gave African Americans “an identity which is a part of the national struggle in this country for the extension of democracy.”

Less than a year after the march, Congress passed and President Lyndon B. Johnson signed into law the Civil Rights Act of 1964, which desegregated public institutions and outlawed job discrimination. Soon thereafter the Voting Rights Act of 1965, which provided for federal oversight of voting rights in the South, became the law of the land.

Art director Antonio Alcalá worked with illustrator Greg Manchess to produce this important commemorative stamp.

The 1963 March on Washington stamp is being issued as a Forever® stamp. Forever stamps are always equal in value to the current First-Class Mail® one-ounce price.



FIRST-DAY-OF-ISSUE CEREMONY

UNITED STATES POSTAL SERVICE



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