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WASHINGTON WATCH BY BILL MCALLISTER

Quickie event for Scouting stamp with no first-day ceremony program

I didn't go to the first day ceremony for the new Celebrate Scouting forever stamp, marking the Girl Scouts centennial, on the National Mall on June 9.

I had been cautioned by several postal officials that the big "Rock the Mall" 100th Birthday bash the scouts were planning had allotted only two minutes for the new stamp's introduction.

That turned out to be wrong. The Girl Scout organization actually gave about 3 minutes and 15 seconds for the stamp, according to the You Tube video of the event posted by the United States Postal Service.

There was no first-day ceremony program produced and the only stamps available to the 200,000 Girl Scouts who came to the mall were sold by postal clerks in a "Rock Alley Tent."

A spokeswoman said sales of the stamp were brisk at the first-



The stage at the Rock the Mall birthday bash for the Girl Scouts centennial anniversary.

day site.

"The stamps nearly sold out," said USPS spokeswoman Zy Richardson. She indicated that approximately 30,000 stamps were sold, with total revenue from stamps and products at around \$18,000.

About the lack of a ceremony program, Richardson stated "The decision to not produce ceremony programs was made once we learned of time constraints on the Girl Scouts' Rock The Mall agenda, which limited our participation to only a single Postal Service speaker to dedicate the stamp

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within a two-minute window, and, thus, did not provide enough content to warrant printing programs."

Stamp sales took place far from the stage near the Washington Monument where the stamp was unveiled with a song written to the tune of "Take Me Out to the Ball Game."

"Let us show you the scouting stamp. Let us show you today," the song went. "... You're now 100 years old, so here's your scouting stamp."

Images of the stamp were and celebrating.

2010, I had expected more.

The Boy Scouts literally had made their stamp's release the centerpiece of the first day of a National Jamboree that attracted 30,000 Scouts to the Army post.

There was a formal ceremony, traditional first-day programs and long lines of Scouts at the Jamboree's post office anxious to get the new 44¢ commemorative and first-day cancellations.

While the Girl Scouts had a logo for their "Rock the Mall" event in the shape of a stamp, their new

