

# Vancouver 2010 stamp charges out of blocks

By Charles Verge



10 10 10

Canada

10 Stamps x 48¢  
\$4.80  
10 timbres x 48 ¢  
4,80 \$

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On July 11, nine days after Vancouver was awarded the 21st Winter Olympic Games of 2010, Canada Post issued a stamp to celebrate this major event in the life of our country.

To ensure that the stamps would be available in a timely fashion, Canada Post overprinted its current 48-cent definitive flag stamp that is available in booklet format.

Normally overprinted stamps are already printed stamps that go through the printing press again to receive the overprint.

In this case, the timing was perfect as Canada Post was ordering a new printing of the self-adhesive booklet of 30 stamps. Instead of the normal overprinting process, staff at Canada Post inserted the red inscription "Vancouver 2010" directly onto the printing plate to produce the new stamps. In addition, the same inscription has been added three times to the booklet cover as the 30-stamp booklet can be separated into three booklets of 10 stamps for counter sales.

As these are definitive stamps, although with a commemorative bent, they could be reprinted should stocks of



**Three million 48-cent flag definitives were overstruck with "Vancouver 2010" and issued nine days after the Winter Games were awarded to Vancouver and Whistler.**

the flag booklets not suffice before another flag stamp is issued in January for the new 49-cent domestic rate. This would not be a first since Canada Post reprinted the Queen Elizabeth II Golden Jubilee definitive-commemorative stamp of 2002 when it was required, and committed to do the same with this year's Coronation definitive-commemorative.

However, the reprint is unlikely for two reasons. The

first is a memorandum that accompanied the booklets that was addressed to "all post offices in British Columbia and selected major post offices across the country." It read, "Your outlet has been selected to receive an automatic allocation of the definitive flag stamps, available in a booklet of 10 or 30 stamps. The stamps and booklet cover are over-printed with 'Vancouver

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# Definitive overstruck for 2010 Winter Games

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2010.' This product is not available for reorder, as they are a limited quantity intended to commemorate the communities of Vancouver and Whistler being selected to host the 2010 Winter Olympics and Paralympic Games.

"The second is that in the summer, and during the phase-out period of a rate, Canada Post substitutes stamps and booklets they have in stock when orders are received so as to diminish as far as possible the stock of the outgoing rate stamps."

Sixty per cent of the printing of the 100,000 "Vancouver 2010" 30-stamp booklets has been distributed to British Columbia post offices and the remainder to major post offices throughout Canada.

Seven thousand booklets of 10 stamps have been made available to collectors through Canada Post's National Philatelic Centre (75 St. Ninian St., Antigonish, NS B2G 2R8. Toll free: (800) 565-4362).

No official Canada Post First-Day Cover was prepared.

"Canada Post is proud to have supported Vancouver's

winning bid", said Steven Mahoney, secretary of state responsible for Canada Post. "The organizing committee did a tremendous job in securing these games, and these stamps are a philatelic tribute to their efforts. We congratulate the Vancouver-Whistler 2010 team and look forward to working closely with everyone to ensure that an array of philatelic products will be available to Games enthusiasts and collectors in Canada and around the world."

The quantity of 3,000,000 "Vancouver 2010" stamps issued compares favourably to

many other commemoratives over the last five years including The Summit of the Americas (Scott #1902); The Armenian Church (SC #1905); The Royal Canadian Legion (SC #1926); International Teacher's Day (SC #1961); the Toronto Stock Exchange (SC #1962); and the eight different University stamps issued in 2002 and 2003.

I believe it is important that we, as Canadians, tell the world we are proud of our achievements.

Issuing a stamp is one of the many ways we can do this. Canada Post is Canada's

fourth largest employer and at a \$6 billion bottom line, it is one of Canada's major corporate citizens.

As such, it has a social responsibility to participate in the life and promote the achievements of Canada and Canadians.

There are many ways of doing this. A stamp is just one of them. Canada Post has been an early supporter of the Vancouver bid and has been along for the ride since the beginning and, I am told by a Canada Post employee, will continue to be there for the long haul to 2010. ☐