

A Canada Post Sponsorship Program - 2005 NHL All-Star Stamp Cards

by Gilles Morel

From 2000 until 2005, Canada Post delighted hockey enthusiasts and philatelists alike by issuing six annual sets of All-Star Stamp Hockey panes to celebrate the NHL All-Star Game. These unique collectibles combined the thrill

of hockey with the rich tradition of postage stamps, capturing the essence of Canada's beloved sport. Every pane contained six water activated commemorative stamps and three double vignettes representing the All-Star hockey players being honored. Figure 1 shows the 2005 Pane, (Unitrade 2085), made of 6 x 50c plus three tabs containing two images of the corresponding players.

The panes were produced by the Canadian Bank Note Co. using lithography in seven colours, GT4 tagging on TRC paper and perforated 12.6 x 13.2. Quantity of each was 2.2 million. Each of the All-Stars issues also included booklet of six formats, self-adhesive. (Unitrade 2086 is the 50c version)

Canada Post also issued memorabilia, in addition to the regular stamps. For the six All-Star series, it joined with the NHL and a sportscard company (Pacific Trading Cards) from Lynnwood, Washington to produce five series of stamped hockey cards from 2000 to 2004. A total of 30 stamped hockey cards were produced from this venture. (These will be the subject of future articles in the *Corgi Times*.)



Figure 1

The 2005 NHL All -Star Hockey Stamped Cards

A total of six cards were issued by Canada Post in 2005. Each card was made of plastic with an action picture of the player on the right and an insert on the left which contained the corresponding stamp. The stamped hockey cards were available directly from Canada Post via on-line ordering, mail order as well as in many post offices across Canada. They were only sold in packets of six cards (typical of sport collectible market) for \$9.99 per pack (Figure 2) or in a specialty box of 10 packs (Figure 3).

It is important to mention that the 2005 All-Star game was cancelled due to the 2004-05 NHL season lock-out. Despite this interruption, the 2005 All-Star Hockey stamped cards were issued and featured six NHL legends, each represented on a distinct stamp within the set.

The players honored were some of the most iconic figures in hockey history, known for their incredible skills, sportsmanship, and contributions to the game. All had long retired



Figure 2

from action but were still able to participate to sponsorship activities such a signing autographs during special events. Each card displayed a stunning action shot of the player in their prime encased within a dynamic and colorful design that highlighted their team's logo and colors.

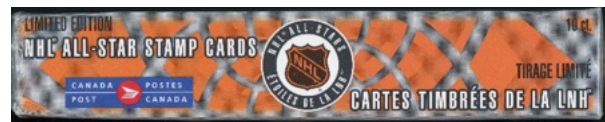
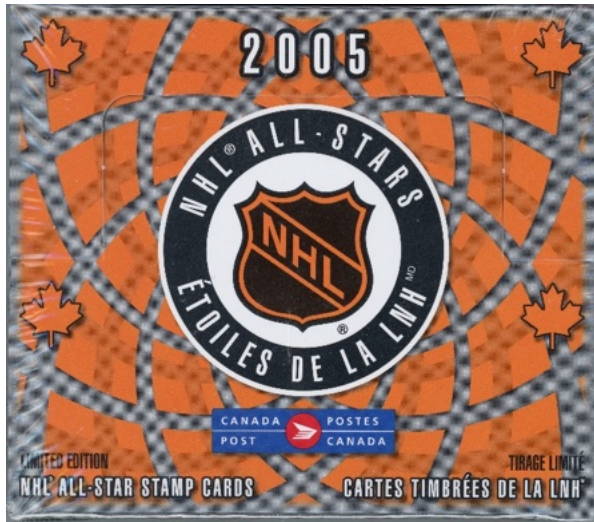


Figure 3 – Box Top and Sides

The players featured in the set included John Bucyk (Figure 4), a prolific scorer, and a key player for the Boston Bruins. His card showcased his time with the Bruins, where he became one of the franchise's all-time leading scorers.

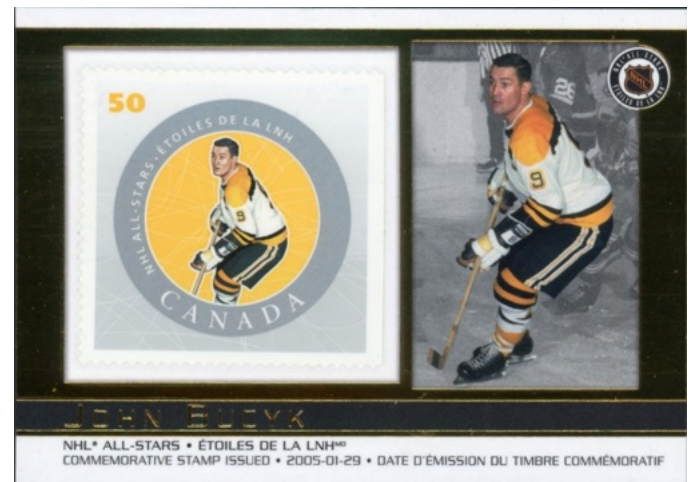
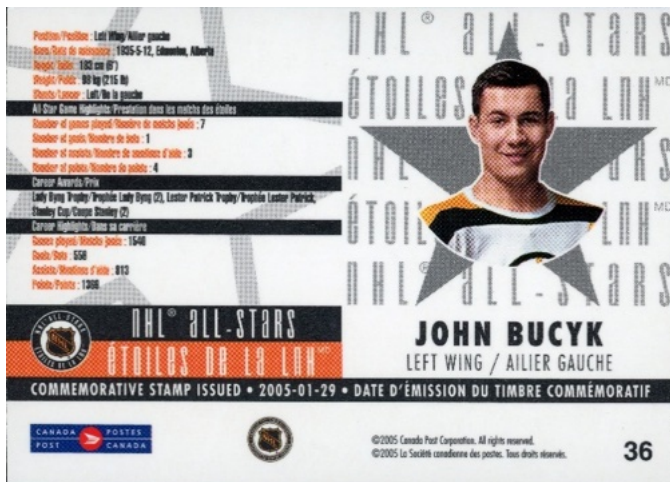


Figure 4 – John Bucyk

Bryan Trottier, another hockey legend known for his impressive scoring ability and leadership, was depicted in his New York Islanders jersey (Figure 6). His card celebrated his incredible career and contributions to the sport both on and off the ice.

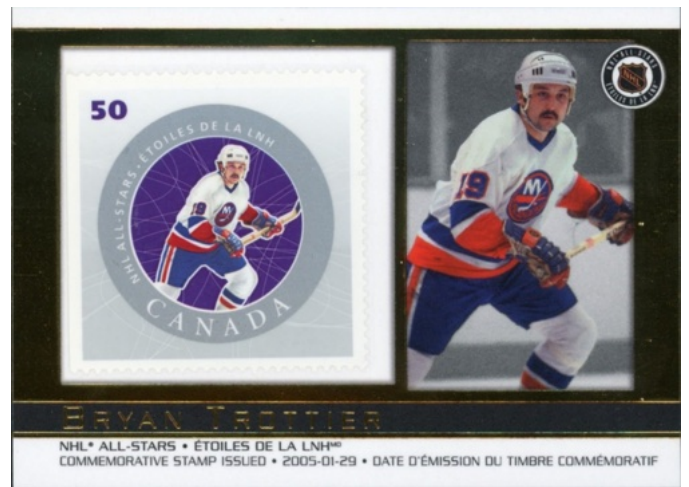


Figure 5 – Bryan Trottier

The set also included cards for Pierre Pilote, one of the greatest defensemen in NHL history known for his exceptional playmaking and defensive skills. His card featured him in his Chicago Blackhawks gear, highlighting his time with the team that earned him multiple Norris Trophies.

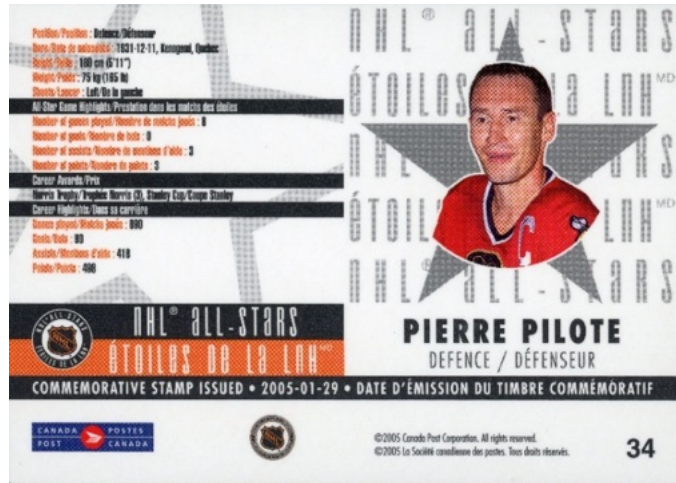


Figure 6 – Pierre Pilote

Additionally, the set honored Allan Stanley, a stalwart defenseman whose steady play and leadership were crucial to the success of the Toronto Maple Leafs. His card (Figure 7) captured his time with the Maple Leafs, where he became a fan favorite and a hockey icon

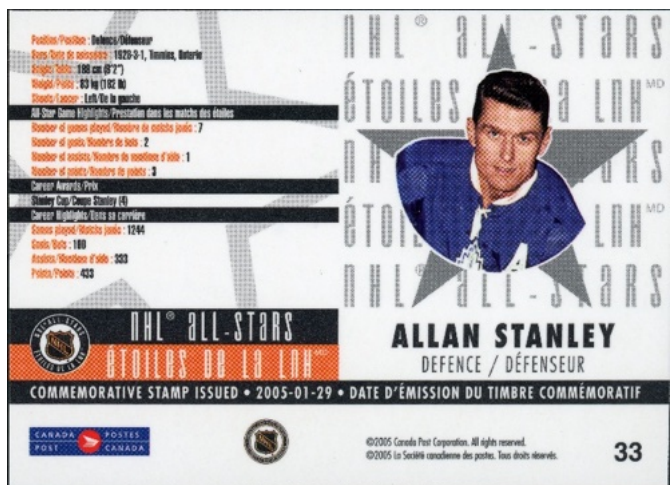


Figure 7 – Allan Stanley

There was one goalie in the set of cards (Figure 8), Grant Fuhr, one of the greatest goaltenders in NHL history celebrated for his exceptional reflexes and ability to perform under pressure. His card featured him in his Edmonton Oilers uniform, highlighting his time with the team that earned him multiple Stanley Cup championships.

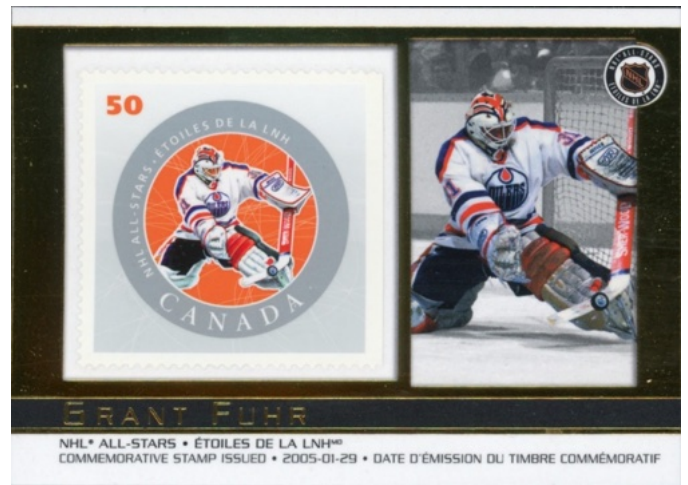


Figure 8 – Grant Fuhr

Finally, the set included a card for Henri Richard (Figure 9), who won a record ****11 Stanley Cup championships**** as the captain of the Montreal Canadiens. His card depicted him in his iconic Montreal Canadiens jersey celebrating his numerous accomplishments and contributions to the game.

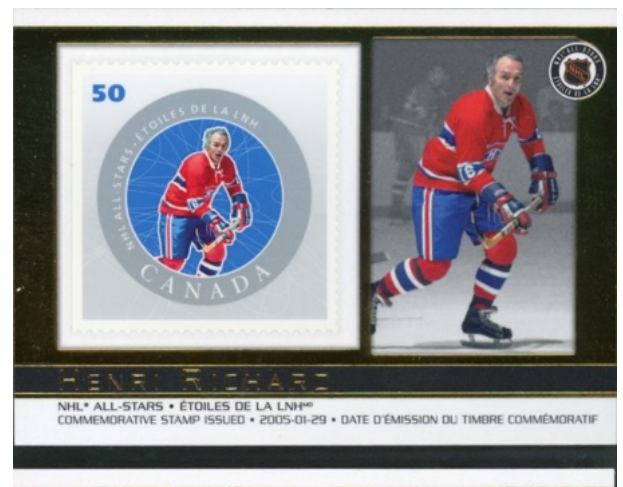
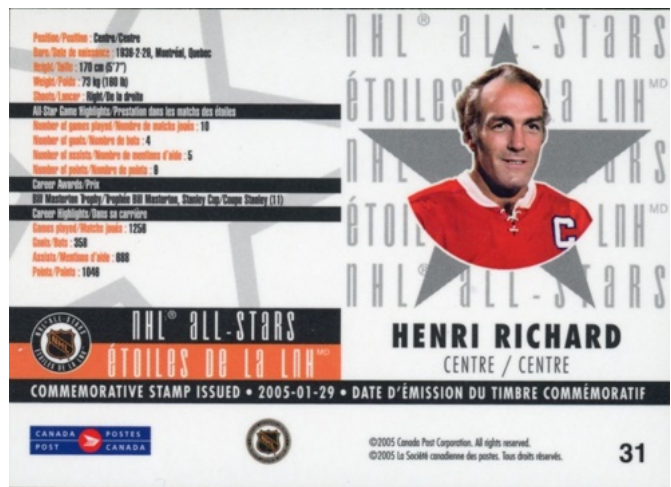


Figure 9 – Henri Richard

The 2005 Canada Post All-Star Stamp Hockey Cards were not only a tribute to these “legends” but also a celebration of Canada's deep-rooted passion for hockey. Collectors and fans cherished these cards as unique memorabilia that captured the spirit of the game and the remarkable careers of its greatest stars. The set remains a sought-after collectible for hockey enthusiasts and stamp collectors alike, serving as a timeless reminder of the sport's rich history and the players who made it legendary. One of the special attractions of this sponsorship was the potential to find a rare autographed card. These were signed by the player prior to inserting the stamp into the pocket of the card, before sealing the pocket. These cards were, according to Canada Post inserted randomly at a ratio of one card per ten packets (i.e. 1 in 60 chance since each pack contained six stamps). An autographed card from series 5 provides clue as to the potential number of autographed cards, indicating on a number added that it is number 241 of 300, confirming a maximum of 300 autographed cards of each player. Here is an example of the one I found from a box of ten packs of the 2004 series.

Additional autographed cards from the 2005 series have been added recently, including Allan Stanley and John Bucyk, as well as Johnny Bower and Brad Park from the 2004 series (Figure 10).

Needless to say, almost a quarter century has passed since these were issued, but it certainly caught my interest in the more modern stamps of the Elizabethan era.



Figure 10 – Autographed Cards

I would welcome seeing your discoveries on this topic (send your pictures to me (gillessmore153@gmail.com) or the Corgi Times editor by email. I plan to expand this discussion to the 1st five series (2000 to 2005) in future article in the Corgi Times, so I would also welcome your comments, finds and information you may have on this particular sponsorship Canada Post program. If anyone has the announcements from Details magazine or from Canada Post, it would be very useful to clarify many unanswered questions when assembling this material.