



POSTAL NEWS

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Postal Service Lures Customers with New Stamps

SPRINGFIELD, MO — The U.S. Postal Service dedicated Freshwater Fishing Lures stamps today at Johnny Morris' Wonders of Wildlife National Museum and Aquarium in Springfield. The stamps showcase five popular lure designs through striking close-up photographs. Each has a unique history and has played a significant role in the evolution of fishing as a sport. From the earliest handmade wooden lures to swimbaits made of modern materials, there are countless freshwater lures available, each designed to meet the specific needs of the angler.

"With these stamps, the Postal Service celebrates the beauty and ingenuity behind some of America's most successful lures," said John DiPeri, USPS Western Region vice president. "As our design team would tell you, fitting subjects in such a tiny frame is no small feat. However, with their miniature size and design flourishes, fishing lures make ideal stamp subjects. Fish find each of these designs irresistible ... and we think you will too."

DiPeri was joined by representatives from the Johnny Morris Foundation, Bass Pro Shops and the fishing and conservation communities.

"We are truly honored to host this special stamp dedication at Wonders of Wildlife, celebrating the timeless tradition of fishing and the artistry behind these iconic lures," said Misty Mitchell, director of conservation education at the Johnny Morris Foundation. "This event with the USPS is a wonderful way to showcase the legacy of angling to enthusiasts of all ages."

"Fishing lures are more than just tools — they represent tradition, innovation, and a deep connection to the great outdoors," said Lee Beasley, campus director at Bass Pro Shops. "We're thrilled to share this moment with anglers and outdoor enthusiasts across the country."

The lures "symbolize craftsmanship and sportsmanship — values we strive to instill in the next generation of anglers," said JP Sell, director of the National Youth Fishing Association.

"I am so excited that the most participated in sport in America is getting a stamp," said fishing guide Mike Webb, owner of Webb's Guide Service.

Crankbaits, or plugs, are popular among anglers because they are relatively easy to use. They attract a variety of fish, including bass, walleye and pike. Their unique swimming action is generated by a plastic lip and curved body, which make the lures dive and wiggle just by reeling them in. Anglers tend to run these lures along the bottom, bouncing them off rocks, logs or other submerged structures.

An in-line **spinner** lure is made to mimic the movement of a swimming baitfish, attracting predator fish with a spinning blade and a weighted body that create vibration in the water. They often have tails dressed with feathers, animal hair or rubber skirting to attract bass, trout, pike and other species in shallow streams, deeper rivers and lakes.

Spoon lures have been around since the 1800s and are named for their concave shape. It is believed that a blacksmith in Vermont created the first spoon lure by sawing off the handle of a spoon and attaching a hook. Spoons have remained popular because their unique movement and glimmer under water are so effective at catching fish, especially bass, pike and trout.

Topwater lures are extremely popular and are designed to be fished on the surface of the water: **Wakebaits** use metal or plastic wings to create a commotion like the wake of a boat as they skim the surface. A **popper** has a concave face that creates a popping sound when it is pulled across the water.

Given the many choices open to anglers, there is truly a fishing lure for any occasion. Whether in lakes, streams or rivers, an angler can catch just about any fish if they have the right tools.

Every freshwater fishing lure has a unique history, and each has played a significant role in the evolution of fishing as a sport. From the earliest handmade wooden lures to swimbaits made of modern materials, there are countless freshwater lures available, each designed to meet the specific needs of the angler.

Greg Breeding, an art director for USPS, designed the stamps using original photographs by Sarah Cramer Shields.

The Freshwater Fishing Lures stamps come in panes of 20. As Forever stamps, they will always be equal in value to the current First-Class Mail 1-ounce price. News of the stamps are being shared with the hashtag **#FishingLuresStamps**.

Postal Products

Customers may purchase stamps and other philatelic products through the [Postal Store](https://usps.com/shopstamps) at usps.com/shopstamps, by calling 844-737-7826, by mail through [USA Philatelic](https://usa.philatellic.com) or at Post Office locations nationwide. For officially licensed stamp products, shop the [USPS Officially Licensed Collection on Amazon](https://www.amazon.com/USPS-Officially-Licensed-Collection). Additional information on stamps, First Day of Issue Ceremonies and stamp inspired products can be found at StampsForever.com.

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Please Note: The United States Postal Service is an independent federal establishment, mandated to be self-financing and to serve every American community through the affordable, reliable and secure delivery of mail and packages to 169 million addresses six and often seven days a week. Overseen by a bipartisan Board of Governors, the Postal Service is implementing a 10-year transformation plan, [Delivering for America](https://www.usps.com/delivering-for-america), to modernize the postal network, restore long-term financial sustainability, dramatically improve service across all mail and shipping categories, and maintain the organization as one of America's most valued and trusted brands.

The Postal Service generally receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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