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Wonders of the Seas Postage Stamps Receive Watery Introduction, Cancellation

Honolulu, HI -- The US Postal Service, together with PADI International and Atlantis Submarines-Hawaii, has gone to great depths to introduce it's latest stamps, "Wonders of the Seas." The new four-stamp issue was unveiled last Monday 80-feet underwater on a sunken ship near Waikiki Beach in Hawaii.

The unveiling and cancellation was the first ever conducted underwater according to postal officials. A special plexiglass device was constructed that allowed two divers (the post office's Ed Broglio and PADI's Al Hornsby) to conduct this innovative ceremony, one of the most elaborate promotions ever to involve the diving industry.

Video cameras recorded the event, while media members watched aboard a pair of Atlantis passenger submarines. The event received extensive coverage by media across the country.

"Not only did this event draw attention to the new stamps, but the fact that divers played such a prominent role in the program is also very significant," says Hornsby, PADI's Senior Vice President.

More than 225 million of the colorful stamps were printed, far more than typical commemorative stamp runs. "The fact that there's a diver on each stamp is another indication that recreational scuba diving continues to gain mainstream appeal across the country."

Following the ceremony, the underwater device, canceled stamps and envelope were packaged and shipped to Washington, D.C. for display at Smithsonian's postal museum.

The stamps are now on sale at Post Offices throughout the country.

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