

# It's official: LOVE is FOREVER

In 1973, the first LOVE stamp paid the then-current first class one-ounce rate of 8c.



Over the years, the rate increased several times.

By 2010, the rate was 44c.



In 2011, with the 10-stamp GARDEN OF LOVE issue, the US Postal Service confirmed what many of us already knew:

**LOVE IS FOREVER!**



Since 2011, all LOVE stamps have been issued with the FOREVER rate.