

Solidarity stamp: proceeds will go to people who need help now

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Swiss Post is sending its own signal of solidarity and trust - with the "COVID-19 Solidarity" stamp. The stamp's motif reflects the unique solidarity we are experiencing in these days and weeks in Switzerland. The stamp itself also makes a tangible contribution to such mutual support: all proceeds will go to people who urgently need help now. The money will be split between Swiss Solidarity and the Swiss Red Cross.

Thousands of Swiss Post staff are working night and day to maintain essential services for people and companies. They are helping to keep Switzerland together – even in these extraordinary times. We are experiencing the same thing in many areas of our daily lives: healthcare staff, truck drivers, bus drivers, retail workers, military personnel, farmers – they are all doing incredible work for us. The levels of solidarity we are seeing in Switzerland are enormous and unique.

Swiss Post aims to pay tribute to this mutual support with the "COVID-19 Solidarity" stamp. The stamp will serve as a reminder of such assistance long after this difficult time is over. But it is also a tangible example of solidarity, providing support for people in Switzerland who need immediate help.

Proceeds to go to people who need help urgently

The individual stamps cost 5 francs and are

available as a 10-stamp sheet for 50 francs. Those 50 francs will go to people who are in urgent need of assistance due to the coronavirus pandemic. All proceeds will be split fifty-fifty between Swiss Solidarity and the Swiss Red Cross. Swiss Post is also covering the actual face value of the one-franc stamp. In other words: the purchaser donates 50 francs to Swiss Solidarity and the Swiss Red Cross, and in return Swiss Post gives them 10 stamps.

A motif for solidarity – joining forces, yet keeping our distance – to defeat the virus. The stamp is a visual symbol of solidarity during the coronavirus epidemic. With Switzerland at the center, the rotated cross reveals a shining globe. Solidarity and social cohesion are core values at the moment. We can combat the virus by joining forces, yet keeping our distance. The motif was designed in just six days. Several graphic artists designed the stamp from their home offices – joining forces, yet keeping their

distance.

Source: Swiss Post

