

## PEOPLE

### **ETHEL KESSLER: Stamp turns 10**

When Bethesda resident Ethel Kessler overheard a woman asking for 20 sheets of breast-cancer stamps at Bethesda's Arlington Road post office recently, she couldn't help but introduce herself to the customer. "My ears perked up," says Kessler, a breast-cancer survivor and a graphic designer who helped design the stamp. The woman told Kessler she always buys the breast-cancer stamp, which costs a few cents more than other first-class stamps and has raised more than \$65 million in the U.S. for breast-cancer research. Other countries, including Hungary, Belize and Micronesia, have used the stamp's design to raise money for research as well.

Kessler is somewhat of a celebrity at local post offices—she is one of six art directors for the U.S. Postal Service and has helped design more than 200 stamps. None of the stamps carries as much meaning for her as the breast-cancer stamp, which recently marked its 10-year anniversary. When Kessler and Baltimore illustrator Whitney Sherman first collaborated on the design, which features the Greek goddess of the hunt, Artemis, and the words "Fund the Fight" and "Find a Cure," Congress had authorized production of the stamp for only two years. Ten years and a billion stamps later, Kessler has become its spokeswoman, making it her personal mission to promote the stamp to raise awareness and money for the fight against breast cancer.

The postal service recently planned to shred 5,300 posters advertising the stamp, so Kessler bought them. She is selling the posters in lots of 300 (at \$29.95 for each poster) to individuals or organizations wishing to help raise money for a cure. For more information, go to [www.kesslerdesigngroup.com](http://www.kesslerdesigngroup.com).

—Michael Gerber



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