

21.8.2014



The Dudesons stamps fight school bullying and also feature practical jokes

The *Dudesons* miniature sheet will be available on Monday, September 1, and each of the four Dudesons – **Jarppi, Jukka, Jarno** and **HP** – will get their picture on a stamp. The cartoon-like stamps are part of the Dudesons' anti-bullying campaign. Since it's the Dudesons, the stamps also feature practical jokes.

There is a CEE App code hidden in the images of the miniature sheet, providing an easy way to view extra online content with a smartphone or tablet. The Dudesons have uploaded brand-new video material online to be accessed with the code.

The look of the Dudesons stamps has been created by graphic designer **Janne Korsumäki** in collaboration with Rabbit Merchandising Oy. In line with the theme of the stamps, the Dudesons are depicted as schoolchildren in full swing at school. Typical humor of South Ostrobothnia, the Dudesons' home province, is also showcased in the Priority labels, for instance.

On the publication day, September 1, the first day of issue event will be organized from 10 a.m. to 6 p.m. at the Helsinki main post office at the address Elielinaukio 2 F, 00100 HELSINKI.

Four golden rules for practical jokes

On the basis of their personal experiences, the Dudesons have concentrated their energy on fighting school bullying. Jukka was a bully himself, a fact that he now says he is deeply ashamed of. "I was a lively boy and did not understand that I was bullying others. Luckily, I was given a talking-to and I understood enough myself to stop bullying," Jukka says. For his part, Jarno has been bullied and knows what kind of wounds bullying leaves in one's soul for a long time.

To brighten schooldays, the Dudesons recommend practical jokes instead of bullying. Daily practical jokes are all very well for keeping up good spirits as long as one remembers not to take the jokes too far. In fact, on the reverse side of the miniature sheet, there are four golden rules for practical jokes as a reminder for everyone:

- Never play a joke on a kid weaker than you.
- It's not a joke if you're not all laughing when it's done.
- Don't play jokes on the same people all the time.
- Never turn a blind eye to bullying.

The Dudesons have noticed that they clearly have enough credibility to talk about school bullying to young people. "It surely seems that they all, even the toughest cases, are listening to us," Jukka says.

Jarppi points out that bullying also occurs in other places than just school. "Bullying generates negative energy and torpedoes good things at workplaces, for instance. People need to identify cases of bullying in their own life in order to be able to intervene."

CEE App takes you directly online

CEE App is easy to use. Users who have downloaded the app only need to align their smartphone or tablet with the stamp and directly access the web to watch extra material. The application works on all Android, iPhone and Windows 8 phones and tablets. The application can be downloaded free of charge from App Store, Google Play or Windows Phone Store.

Further information

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Image material for the media:

digilibrary.itella.com/?cart=1816-bhjgdgahka&l=FI

All stamps available for sale are featured in Posti's online shop:

www.posti.fi/goshopping

Technical data of the Dudesons miniature sheet

Value: 4 × 1st class

Number issued: 303,000 miniature sheets

Designer: Janne Korsumäki

Sheet size: 155 x 132 mm

Stamp size: 27 x 36.9 mm

Paper: self-adhesive stamp paper

Perforation: die cut

Printer: Joh. Enschedé Stamps, the Netherlands

Printing method: web-offset, 4/1

First day cover and cachet: Janne Korsumäki