

Bpost celebrates 50th Memorial Van Damme with new stamps

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This Monday, Bpost will launch new stamps in honour of the Allianz Memorial Van Damme. Next weekend, the event will celebrate its 50th edition at the Heysel in Brussels. The Memorial Van Damme has been named the world's best athletics meeting several times by the international athletics federation.

Bpost's new stamp issue pays tribute to an iconic athletics meeting that puts Belgium on the map worldwide and celebrates a major anniversary this year. The Allianz Memorial Van Damme – taking place on 4 and 5 September – is the grand finale of the Diamond League, the world's leading series of athletics meetings. Around 70,000 spectators are expected in Brussels over the two days. They will see the absolute stars of modern athletics in action, including pole-vaulting sensation Mondo Duplantis.

Five images of Ivo Van Damme

The issue consists of five different stamps featuring portraits of Belgian athlete Ivo Van Damme, who died in a tragic accident in 1976. Each stamp shows a different side of the man who inspired the Memorial. *"You see him in action. You also see him relaxed after a good result. You see him giving it everything,"* says Wilfried Meert, co-founder of the Memorial. *"For the selection of the photos, we drew on both archival material and our own collection."*

What makes the issue particularly special is its emotional significance. The Memorial was created following the death of Ivo Van Damme, and he remains inextricably linked to it. The stamps bring that story back to life in a tangible form, representing a small piece of Belgian sporting history.

The stamps have a value of 1 NAT, meaning they can be used to send letters within Belgium. The sheet of five stamps will be available from Monday for €8.15 through Bpost's e-shop and at the Brussels (De Brouckère) post office.

Stars, rheumatism and La Louvière also in the spotlight

Three other stamp issues will also be launched on Monday. One sheet will mark the 200th anniversary of the Royal Observatory of Belgium. Another issue will focus on rheumatism. Last but not least, new stamps will also showcase the most beautiful squares of La Louvière.

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