

Special Stamps

Diddl – the lively jumping mouse

After Globi and Pingu, the shimmering rainbow fish and that international star, the Teddy Bear, Swiss stamps will be sporting another highly popular figure this year, when a cuddly little fellow called Diddl takes pride of place.



Diddl is thirteen years young, knee-high to a grasshopper and lives in his cheese cave under the attic tree in Cheesecake Land. He loves cuddling, having

fun and eating cheese, and his overalls, big feet and three hairs make him immediately recognizable.

Diddl is a jumping mouse (jerboa), drawn by German graphic artist Thomas Goletz. The first sketch of Diddl was made on 24 August 1990, when his creator was just 23. Thomas Goletz loved painting and drawing from an early age and always had pencil and paper with him. After passing his school-leaving certificate and training as a graphic artist, his self-taught cartoon drawing culminated in the creation of the Diddl mouse. With 13 designs for postcards, Thomas Goletz set out to find a publisher and happened upon Depesche Vertrieb GmbH & Co. KG. After that, the designs soon mushroomed into a series of 48 postcards.

Diddl-y-boing!

It wasn't long before the little jumping mouse had conquered the world. This is



not surprising as Diddl is the eternal optimist, who finds good in everything and always tries to infect everyone





Magazine with comic strips, competitions, things to make, posters, the collection box and much, much more.

For the record

But it's only in Switzerland, and nowhere else in the world, that Diddl is currently spreading good humour as an official postage stamp (on letters). As the lively little jumping mouse would put it: "Confetti rain and cheesy blessings! It's great to be on a postage stamp!"

around him with his cheerfulness. With his own brand of mimicry, gestures and the help of his friendly messages, he has won the hearts of young and old.

Diddl World is a delightful place. Everything is that bit different there. Jelly Baby trees grow next to potato crisp bushes. It rains fruit cordial, and tufts of candy floss fly through the air. Diddl lives on the banks of glittering Lake Moonshineshimmer at the foot of a towering rock, which, because of its brown pointed peak, is affectionately known as Chocolate Rock. His girl friend, Diddlina, lives nearby under a wonderful field of sweet-smelling flowers.

Everything a little different

Though there are lots of objects and utensils in Cheesecake Land which are similar to those found in the human world, they are less technical and more home-made. Even the language is different, abounding in comical and imaginative expressions such as "turbonew", "yummydelicious" or "mightymousey".

Diddl's success is impressive. He's already jumping around in 26 countries and speaks 16 different languages.

Countless gift and school articles as well as greetings cards have appeared, and there is also a monthly Diddl



"I'm cheesycrackerwhizzy delighted that Diddl has been honoured in this way. Another good reason to send holiday greetings from beautiful Switzerland!", says Thomas Goletz in his South German studio.



First-day cover motif

Sales: from 9.9.2003, while stocks last
Post offices: while stocks last
Philatelic salespoints: until 31.12.2004
Pre-release: from 2.9.2003
Validity: unlimited from 9.9.2003

Unstamped covers are available for CHF 0.80 each at all philatelic salespoints from 26.8.2003.

Printing: Offset, 4-colour, Cartor Security Printing, La Loupe, France

Sizes: 33 x 28 mm
Stamp: 194 x 140 mm
Sheet: (4 rows of 5 stamps)

Paper: white stamp paper, no visible fibres, with optical brightening agent, mat gummed

Perforation: 13¼:13½

First-day cancellation:



Designer: Thomas Goletz, Germany

Author: Claudia Baumgartner, Stamps & Philately, Berne

Photos: Depesche Vertrieb GmbH & Co., Geesthracht, Germany