



AMERICAN
NUMISMATIC
ASSOCIATION

IMMEDIATE RELEASE: January 7, 2008

CONTACT: Andy Dickes

Telephone: 719-482-9814

E-mail: pr@money.org

Winning Theme Announced for 2008 National Coin Week

"Money Makes the World Go Round," an original song written, performed and produced by Mark Keefner of West Hills, Calif., was awarded first place in the American Numismatic Association's 2008 National Coin Week theme contest. "Money Makes the World Go Round" is the theme of National Coin Week, held April 20-26.

Keefner receives the contest's grand prize, a one-half ounce gold American Eagle proof coin. Mitch Ernst of Omaha, Neb., also submitted "Money Makes the World Go Round," and receives a one-quarter ounce gold American Eagle proof coin. "Be a History Teacher: Give a Kid a Coin," submitted by Greg Roberts of Glendale, Wis., placed third; Roberts receives a one-tenth ounce gold American Eagle proof coin.

"I'm honored and elated to have provided this year's theme," said Keefner, who gave the first-ever musical submission in an ANA theme contest. "As the song says, money is a symbol of value, faith and trust, and teaches us about world history, commerce and art." Plans are under way to integrate Keefner's tune in April's weeklong celebration of numismatics, including making it available at www.money.org.

In October, the ANA announced a contest to its members to determine a National Coin Week theme. Members responded by providing more than 80 submissions to the ANA Board of Governors and staff for consideration. The ANA thanks everyone who submitted a theme idea.

2008 National Coin Week will be a celebration of numismatics, youth and world unity. The ANA is planning a treasure hunt with its member clubs where children will be challenged to find five different numismatic objects, with prizes awarded on local and national levels. In February, the ANA will post a variety of resources on www.money.org, including sample press releases, a proclamation, an interactive flyer and a two-panel exhibit for members to download. For questions or more information on National Coin Week, call 719-482-9814 or e-mail ncw@money.org.

Each year during the third full week of April, coin collectors celebrate National Coin Week with exhibits, presentations and other activities designed to convey the fun of collecting and studying coins, paper notes and other forms of money. Each year a theme is chosen to engage people in learning more about money's role in world cultures, art, history and science. Past themes include "Faces of Time" and "The Presidents are Coming!"

The American Numismatic Association is a nonprofit organization dedicated to educating and encouraging people to study and collect money and related items. The ANA helps its 32,000 members and the public discover and explore the world of money through its vast array of programs including its education and outreach programs, museum, library, publications, conventions and seminars. For more information, call 719-632-2646 or visit www.money.org.