

## **ANA SELECTS HERITAGE TO BE AUCTIONEER FOR ATLANTA 2001**

### ***First World Wide "Webcast" of ANA Auction***

Heritage Numismatic Auctions, Inc., of Dallas, Texas, will serve as official auctioneer for the American Numismatic Association (ANA) World's Fair of Money 2001 in Atlanta, Georgia.

Selected by the ANA Board of Governors at its March 1 meeting in Ft. Lauderdale, Florida, Heritage agrees to pay the ANA \$333,334 plus 4 percent of the prices realized above \$14 million from the auction in Atlanta in August 2001.

"The Board selected the auctioneer through an open bidding process," ANA Executive Director Edward C. Rochette says. "In choosing Heritage, the Board of Governors considered not only the amount of money to be paid the Association, but also Heritage's experience and reputation within the numismatic community and ability to successfully conduct this auction."

Steve Ivy, co-chairman of Heritage, says, "Atlanta--the home of CNN, a pioneer in worldwide television coverage--is a fitting location for the first global TV coverage of an ANA auction. Heritage already is a trend-setter in using the Internet for buying and selling numismatic merchandise, and now we will explore the possibility of a World Wide Webcast' of the 2001 sale, a first for the ANA."

In his proposal, Ivy noted that Heritage's web site "already attracts more than 60,000 unique visitors a month," which he expects will double next year.

"Our 2001 auction will help introduce the ANA to many more people across the country and around the world," Ivy says.

Beginning September 1, 2000, Heritage can request the ANA's executive director to send up to three mailings to the Association's membership inviting them to consign coins and other material to the 2001 auction in Atlanta. All the mailings will be completed at the expense of the auctioneer.

Heritage must guarantee the grading and authenticity of all the auction lots offered.

---

The American Numismatic Association is a congressionally chartered nonprofit educational organization dedicated to encouraging people to study and collect money and related items. The ANA helps its 28,000 members and the public discover and explore the world of money through its vast array of education and outreach programs, as well as its museum, library, publications, conventions and seminars. For more information, call 719-632-2646 or go to [www.money.org](http://www.money.org).