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MEDIA RELEASE

PERTH MINT RELEASES 'MOVING' TRIBUTE TO 50 YEARS OF TELEVISION

A unique square coin styled on an early television set, complete with moving images, has been released by The Perth Mint as a tribute to the past 50 years of Australian television.

Struck from 1oz of 99.9% pure silver in proof quality and issued as Australian legal tender, the 50 Years of Australian Television 1956-2006 coin features the Mint's highly acclaimed 'lenticular' imaging effects to portray six television icons from the past 50 years of broadcasting.

The Perth Mint is the only mint in the world to issue legal tender coins displaying 'moving' lenticular images. Two previous lenticular issues, the 35th Anniversary of the First Moon Walk and the 60th Anniversary of the End of World War II 1945-2005, have proved a popular concept among collectors.

Announcing the coin at Sydney's Powerhouse Museum, Perth Mint General Manager Veronica Maguire said popular interest in the 50th anniversary of Australian television was reflected in the Powerhouse's successful *On The Box* exhibition.

"Like the classic clips and TV memorabilia at the Powerhouse, The Perth Mint's numismatic tribute recognises the impact of the world's most powerful medium and the outstanding achievements of Australian producers and broadcasters," Ms Maguire said.

"We expect collectors to react equally enthusiastically to this new release, which has a strictly limited mintage of just 12,500. With a recommended retail price of \$85, the coin is also likely to have broad appeal among a wide range of Australian television fans."

Australian television began in Sydney in September 1956 with Station TCN's *This is Television*. The following year, Melbourne viewers tuned into variety show *In Melbourne Tonight*, introduced by Graham Kennedy, who is depicted in colour in the first of six images on the coin's lenticular 'screen'.

As the coin is moved, the images 'morph' miraculously from one to another in a sequence portraying some of the most memorable personalities and productions in Australian television history:

