



THE  
**PERTH MINT**  
AUSTRALIA

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## **MEDIA RELEASE**

### **MULTI-MILLION DOLLAR DISPLAY OF WA'S TREASURES ON SHOW TO CELEBRATE NEW ERA FOR HISTORIC PERTH MINT**

The Perth Mint officially unveiled its new retail store at a glamorous golden evening which marks the start of another era in the history of the Western Australian institution.

The refurbishment of the retail space is the inaugural stage in the planned multi-million redevelopment of The Perth Mint's tourism operations, which welcomes more than 80,000 visitors each year.

Housed within the Mint's 19<sup>th</sup> century heritage building, the new retail facility is the first major transformation undergone to the architectural landmark since The Perth Mint Shop originally opened in 1990.

Perth Mint Chief Executive Officer, Ed Harbuz, explained that The Perth Mint Shop has been expanded and improved to meet the demands of a growing business, while its contemporary new style adds another dimension to its already popular attractions.

"We believe we have respected our heritage space by enhancing many of the building's colonial features, while choosing contemporary furnishings to give the area a spacious and relaxed atmosphere," Mr Harbuz said.

To celebrate the opening of the Mint's modern retail facility, three iconic Western Australian companies supported the venture by displaying more than of \$5 million dollars worth of precious treasures for the occasion.

Kailis Jewellery presented its one-of-a-kind Couture Strands, and other exclusive pearl jewellery pieces, which showcase the luxury and style of the brand. An impressive display of Argyle diamond jewellery and rare pink stones was also on show.

As a reminder of the State's golden beginnings and the continuing importance of the gold industry on Western Australia's economic prosperity, Silver Lake Resources' famous 'Machine Miner' statue, weighing 1,000 ounces of pure gold, was also placed on permanent exhibit.

As an authorised stockist of Kailis Jewellery, Argyle Diamonds and Pandora, The Perth Mint offers exquisite collections of fine jewellery, an array of pure gold, silver and platinum commemorative coins, unique giftware and souvenirs.

The Perth Mint is located within walking distance from the central business district at 310 Hay Street, East Perth. The new Perth Mint Shop, award-winning Gold Exhibition and Cafe are open seven-days-a-week from 9am to 5pm. For enquiries, tour times and bookings, please telephone (08) 9421 7223.

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