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MEDIA RELEASE

PERTH MINT COINS DOCTOR WHO'S GOLDEN ANNIVERSARY

To celebrate the 50th anniversary of Doctor Who, the world's longest running sci-fi show, The Perth Mint has produced 250 spectacularly themed solid gold tribute coins.

Struck from 1oz of 99.99% pure gold, the limited edition commemorative coin replicates the artistry found on the reverse of its silver predecessor released earlier in the year.

The iconic TARDIS - used by the Doctor to travel through space and time – is set against a dynamic background which represents multi-dimensional travel, bordered by the inscription DOCTOR WHO 50TH ANNIVERSARY 1963 – 2013.

Doctor Who first aired in Britain in November 1963 and has since become an international sensation, attracting millions of fans around the world.

Released by New Zealand Mint under official licence from BBC Worldwide Australia & New Zealand, The Perth Mint has also been appointed the sole distributor of the coin in Australia.

“What better way to celebrate the golden anniversary of the much-loved Doctor Who than with a stunning gold coin,” said Perth Mint Sales and Marketing Director, Ron Currie.

“As the anniversary date approaches and excitement reaches fever pitch, we are thrilled to be teaming up with The Perth Mint to offer Doctor Who fans the chance to commemorate the event with this unique product,” said Rachael Hammond, Senior Licencing Executive of Consumer Products, BBC Worldwide ANZ.

The coin is issued as legal tender of the South Pacific island nation of Niue and features the Ian Rank-Broadley effigy of Her Majesty Queen Elizabeth II, the 2013 year-date and the monetary denomination on the obverse.

The golden anniversary tribute is packaged in a prestigious wooden case, which features a vertical insert to display the coin and its Certificate of Authenticity.

Only 250 of these coins will be issued for sale worldwide. Priced at \$2,995, the 50th Anniversary of Doctor Who 1oz Gold Coin can be purchased from The Perth Mint at 310 Hay Street in East Perth, by telephoning toll free 1800 098 817 or by visiting www.perthmint.com.au/DoctorWho

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