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MEDIA RELEASE

THE PERTH MINT REACHES THE STARS WITH WARNER BROS.

CONSUMER PRODUCTS AGREEMENT BRINGS COIN COLLECTIONS TO FANS OF BELOVED FILM AND TV ANIMATED ICONS

The Perth Mint under licencing agreement with Warner Bros. Consumer Products, a division of Warner Bros. Entertainment, will deliver a range of coin programs celebrating some of the world's most loved movies and television icons.

The second of many coins to be launched under this exciting licencing agreement features Bugs Bunny, one of the most iconic characters in Animation.

Struck from 1/2oz of 99.99% pure silver and issued with a strict worldwide mintage of just 5,000, this coloured coin provides a rare opportunity for Looney Tunes fans to secure a unique piece of pop culture memorabilia.

The beloved Bugs Bunny coin unveiled by The Perth Mint this month will be followed later this year by other Looney Tunes characters including Daffy Duck, Tweety, Sylvester and the Tasmanian Devil. Each 1/2oz coin will be issued as Tuvalu legal tender and individually housed in a clear acrylic case to view both sides with ease.

The Perth Mint Group Manager Minted Products Neil Vance said the venture was a shining example of the Mint's innovative approach to developing new markets for Australian-made coins.

"This latest alliance will significantly expand our range of licenced commemoratives and introduce the world of coin collecting to fans of classic Warner Bros. movies and cartoons in Australia and internationally," Mr Vance said

"Having issued limited edition licensed coin products for more than 10 years in collaboration with entertainment industry leaders and independent estates, we have seen their popularity grow."

The first release in the Warner Bros. collaboration back in January 2018 featured the beloved cartoon icon, Scooby Doo. Since his debut in 1969, the lovable great dane has appeared in numerous television series and live-action movies, along with his four teenage mystery-solving friends of the Mystery Inc. Gang.

Stay tuned for other coins that will pay tribute to some of the world's most popular movies.



How to buy:

Collectors can secure these classically designed coins at their time of release from The Perth Mint at 310 Hay Street in East Perth, by visiting our online store perthmint.com or telephoning toll free on 1800 098 817. Collectors can also purchase the commemoratives from leading coin dealers and Australia Post outlets.

To connect with The Perth Mint, please visit [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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About Scooby-Doo

Scooby-Doo unleashes fans into a world where mystery and adventure meet fun. Along with the Mystery Inc. Gang, Scooby inspires curiosity, discovery and playfulness and delivers the unexpected. Scooby-Doo consistently maintains top on-air ratings around the globe and is a cornerstone property in Warner Bros. Consumer Product's vast licensing portfolio.

About Looney Tunes

With Bugs Bunny, Daffy Duck, Sylvester and Tweety, the Looney Tunes push the limits of humor with irreverence and high energy proving that every action has a reaction. Looney Tunes has been making both kids and adults laugh for decades with topical, in your face humor and physical comedy and maintains top on-air ratings around the globe.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, J.K. Rowling's Wizarding World, Looney Tunes and Hanna-Barbera. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

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