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## New Bobby Orr coins available for summer

PARRY SOUND - Last year the Business Retention and Expansion Team coordinated a brand new commemorative coin program and had 5,000 coins and 100 collector sets minted. With the grand opening of the Charles W. Stockey Centre for the Performing Arts and Bobby Orr Hall of Fame, Bobby Orr was chosen to be commemorated on the coins.

Many local merchants participated and were rewarded with increased traffic through their locations due to collectors and fans seeking out the coin. The success of the program was extraordinary. Everything sold out and there is still a waiting list of people wanting to acquire the coins.

6,000 available

"Due to the resounding success of last year's program, Bobby Orr has graciously allowed us to have 6,000 coins minted for the 2004 commemorative coin program,"

said BRET chair Bob Cardy. "Last year proceeds were earmarked for marketing and promotional initiatives for the Town of Parry Sound and the money has been used for such things as providing Customer Care Training Workshops to all businesses in the area and to publish newspaper and magazine articles promoting Parry Sound and events. This year the proceeds from the coins will be split between the Bobby Orr Hall of Fame and the Business Retention and Expansion Team for similar initiatives."

With the approval of a new coin image from Bobby Orr, the program is set to commence again this June. The coins can be used as legal tender in Parry Sound until October 31. There will be 6,000 silver coins in circulation, valued at \$4 each and are expected to be available during the week of June 21.

### Legal tender

Participating merchants will order coins from the Town of Parry Sound and will sell them or give them as change at their locations. Sleeves will be available to preserve the condition of the coins and allow people to keep them as historic souvenirs. The coins can be redeemed for Canadian currency at any time before October 31 for customers and November 7 for businesses at the following participating banks: CIBC, Royal Bank, TD Bank, Kawartha Credit Union and the Bank of Nova Scotia. The coins that are redeemed will be offered to any business wishing to buy more and then put back into circulation.



After the sales success of last year's Bobby Orr c.

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