



United Future World Currency theme highlights recycled metals for new coin

It's no secret... the world's precious resources are dwindling, they're being used up and disposed of at an alarming and accelerated rate. From energy, water and minerals, our resources are shrinking right before our eyes. Although much attention is paid to this situation, the problem becomes more acute as emerging economies continue to grow and expand, these resources are at under threat as never before and being voraciously consumed at an even greater speed. The precious resources of our future generations are clearly under threat of being depleted or exhausted entirely.

With this startling reality in front of us all, and to give attention to the ecological situation all continents face, the organisers of the United Future World Currency project (UFWC) are announcing today that the new prototype coin for 2011 will be struck out of a completely recycled or, reclaimed precious metal. In partnership with Cookson Precious Metals UK, the content of the UFWC's first full ounce coin will contain 100% certified reclaimed silver. Their distinctive "Recycled logo" of four circular arrows appears on the reverse side.

This unique coin contains one full ounce of silver, the first time the UFWC has struck a coin of this size. It has been struck at the Royal Mint in the United Kingdom with the very same dimensions as their own successful "Britannia" bullion silver coin. The alloy of the coin is .958 fine silver with a weight of 32.45 grams and a diameter of 40 mm. The coin is struck to proof quality, the highest grade for a collector coin to be produced in.

UFWC founder and Director Dr. Alessandro Sassoli organised this project to give greater attention to the need to recycle the world's resources and that coinage should no exception. "As we are looking for this unit to be a future world currency, it is only fitting that we utilise the world's present resources and not deplete our future reserves which rightly belong to future generations"

Examples of this extraordinary coin were struck in time for this year's World Money Fair held in Berlin who in 2011, are celebrating their 40th year of catering to the world's professional numismatists and coin enthusiasts. The development of this coin seeks to give attention to the important work being carried out by metal recyclers around the world. As the world is looking to save our resources for our children and their children, the catchphrase in the coming years will be: re-use, re-cycle, re-claim... it's in all of our best interest.

NOTES FOR EDITORS

- The United Future World Currency (UFWC) was set up in 1996 as the initiative of Dr. Alessandro Sassoli who has been behind the idea of this project for more than 15 years.
- The UFWC project was originally begun with the patenting of the trademark "EURODOLLAR" by Dr. Sassoli before the formation of the European Union's single currency, the EURO in 1997.
- The first gold coins struck by the UFWC were presented to the eight heads of state and government who attended the G-8 conference in L'aquila, Italy in July 2009.
- The UFWC came to world-wide prominence and attention at the 2009 G-8 summit when Russian Federation President Dimitry Medvedev endorsed the project by holding up his gold coin to the international media covering the summit.
- The UFWC has struck previous coins for the "Continents series" in Europe, (Royal Belgian mint, 2009) North America, (Casa de Moneda, Mexico) In 2011, the next coin in the series will be struck in Australia.
- Crucial advantages of metal recycling saves precious energy. Recycling scrap metal reduces greenhouse gas emissions and uses less energy than smelting metal from virgin ore. The amount of energy saved using various recycled metals compared to virgin ore is up to: -- 92 percent for aluminium -- 90 percent for copper -- 56 percent for steel.
- The one ounce coin's recycled silver content is acquired from, and in co-operation with Cookson Precious Metals UK, a one of Europe's largest suppliers of recycled and refined metal to producers of coin blanks. The reverse of the coin carries the distinctive "Recycled logo" of Cookson Precious Metal's patented process.
- The coin was struck by the Royal Mint, Llantrisant, Wales to the exact specifications as their own "Britannia" bullion silver coin issue. The coin is struck in proof quality with a very limited issue of just 200 pieces for international distribution.
- The coin's design carries an illustration of the "tree of life" which consists of five leaves (representing the five inhabited continents) found on every continent. Together, they become one tree. The Tree of life design is the work of engraver Laura Cretara, formerly with the Italian State Mint.
- The coin will be unveiled at the World Money Fair in Berlin, Germany on the 29th January 2011, the World Money fair celebrates their 40th anniversary this year. The new UFWC coin will be presented to the lifetime President of the World money Fair, Mr. Albert Beck during the press briefing.
- For more information and images for this coin and the upcoming "Continents Series" coin for Australia, please contact Michael Alexander at firsthand.pr@gmail.com or +44 (0)791 352 2565