



Daryl Kramp, MP
Prince Edward-Hastings

NEWS RELEASE

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For immediate release**

**MP KRAMP CELEBRATES UNVEILING OF NEW 2010 POPPY COIN
COIN COMMEMORATES 65TH ANNIVERSARY OF
THE END OF SECOND WORLD WAR AND FEATURES TWO STRIKING RED POPPIES**

Remembrance Day collector card to benefit the Military Families Fund

Belleville, Ontario, October 25, 2010 — As Canada prepares for nation-wide Remembrance Day ceremonies on the 65th anniversary of the end of World War II, the Royal Canadian Mint, in association with the Royal Canadian Legion, is proud to issue its latest coloured circulation coin, featuring a duo of iconic red poppies; Canada's flower of remembrance. The 2010 25-cent poppy commemorative circulation coin was unveiled by the Honourable Rob Merrifield, Minister of State (Transport) at a ceremony held in the historic Belleville Armouries. The coin was also presented today at a ceremony at the Governor General of Canada's official residence in Ottawa, and unveiled at events at CFB Halifax, Nova Scotia; CFB Valcartier, Quebec; and the Mint's facility in Winnipeg, Manitoba.

Member of Parliament for Prince Edward-Hastings, Daryl Kramp, Master of Ceremonies and host of the event in Belleville, joined representatives from the Government of Canada, CFB 8-Wing, the Belleville Legion, and other local Veteran's groups to unveil a large photograph of the new Poppy Coin on a stage in the Belleville Armouries in front of a crowd of veterans and members of the public.

"This coin carries with it a powerful message of Remembrance", said Mr. Kramp. "Every time we hold it in our hands, it is a reminder of those who sacrificed their lives for our freedom and of our Veterans whom we cherish so dearly."

The Mint will produce up to 11 million 25-cent coloured poppy coins, which will circulate across Canada and be distributed exclusively by Canada Post through its extensive network of retail outlets. Canadians are also encouraged to look for this special coin in their change.

More than one million Canadians and Newfoundlanders served in the Second World War. Of these, more than 47,000 gave their lives, and another 55,000 were wounded from 1939 to 1945 as a true world war encircled the globe from the Atlantic to the Pacific and touched the far reaches of the Arctic. Canada's soldiers fought bravely at numerous turning points in this epic conflict, including: the fateful Dieppe raid on the enemy-held coast of France; the twenty month campaign in Italy; the Allied return to Continental Europe on D-Day in 1944; and the liberation of the Netherlands 65 years ago.

The 2010 25-cent poppy coin marks the third coloured poppy circulation coin to be produced by the Mint and distributed in Canada, following the introduction of the 2004 and 2008 red poppy coins.

In addition to the circulation coin, the Royal Canadian Mint is proud to offer a Remembrance Day Collector Card as a unique commemorative keepsake which honours Canada's veterans and supports

Canadian soldiers currently serving in combat operations. Available for \$9.95 CDN, while quantities last, this special collector card includes the 2010 25-cent poppy circulation coin and has die-cut inserts to also hold previous coloured poppy circulation coins issued in 2004 and 2008.

For every collector card sold, the Mint will donate all profits to the Military Families Fund, which was created to assist military families faced with unforeseen and often immediate needs that have resulted due to conditions of service. This poignant collector card also includes a postage paid postcard which can be detached to send a personal message to a Canadian Forces member abroad.

This unique product is available directly from the Mint's 2010 poppy website at www.mint.ca/poppy or by calling 1-800-267-1871 in Canada or 1-800-268-6468 in the US. The coins are also available from Canada Post retail outlets and the Mint's global network of dealers and distributors.