

Canada Coins An Ideal

In the summer of 1976, the world's finest athletes will gather in Montreal and Kingston, Ontario to participate in the XXI Olympiad — Canada's first Olympic Games. The cost of the event will run to some \$310-million. Normally, as in past Games, the government and citizens

of the host country would have to foot the bill, but Canada has come up with a unique plan to put the Games on a self-financing basis. Not only will the plan pay for the 1976 Summer Olympics, but Canada sees its funding initiative as a model in self-financing for the smaller



nations of the world. Under the "Canadian Olympic Coin Program," specially-minted silver coins are being sold worldwide and will generate about 80 per cent of the funds necessary to pay Canada's Olympic bill. The remainder will come from special stamp issues and a national lottery.

A percentage of the face value of the coins sold in each country will be placed in trust for use by its own Olympic teams. In the U.S., this could mean about 30 per cent of what it will take to send our team to Montreal.

The first of seven series of coins to be issued over the next two years has already sold out in Canada and Japan, and is expected to do the same in the U.S. In addition to being minted in limited quantities, the coins are restricted in available quantity in each geographic region. Canada will receive about 40 per cent of each series; the U.S. will get about 25 per cent as will Europe and 10 per cent is earmarked for the Far East.

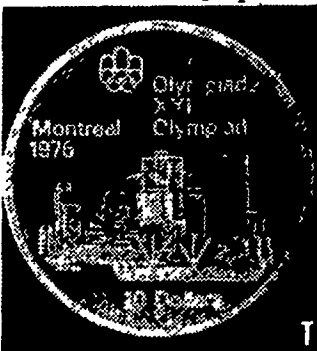
Each series consists of four coins (two with a \$5 face value and two with a \$10 face value) each with a unique design, but related to the theme of the series.

The first series carries a geographic theme; the second, to be issued shortly, will have Olympic symbols as its theme.

Every series in special packaging and all 28 individual coins will be available throughout the U.S. from selected banks, and other financial institutions, coin dealers and via mail. The coins are legal tender in Canada and mark the first

time the country has struck silver coinage in this denomination.

Andre Ouellet, Postmaster General of Canada, the government official responsible



for the coin program, sums up the importance of the funding effort this way: "Canada's initiative in financing the 1976 Summer Olympics is crucially important to the entire concept . . . restrictions because of financing are contrary to the basic Olympic tradition of opportunity for all . . . by tradition the Olympics belong to all of us as individual world citizens — as surely as they test the prowess of the individual athlete."

Thus, through the Canadian Olympic Coin Program, any citizen of any country can contribute both to his or her own team and to the one event that symbolizes the unity of all people.

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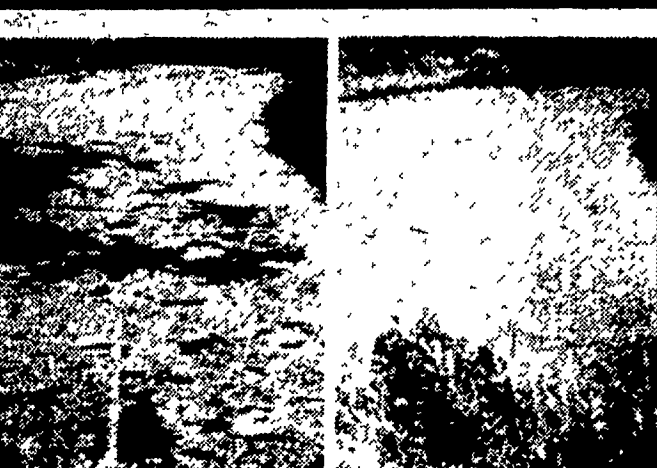
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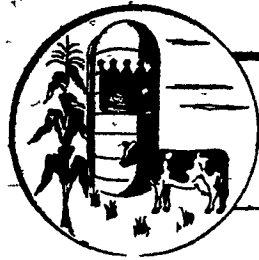
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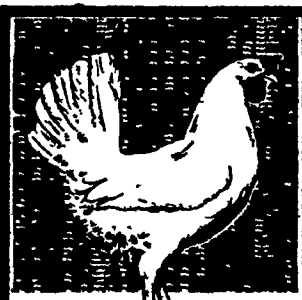
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