

New U.S. \$5 Bill Will Get a Digital Debut on September 20

New Design to Be Unveiled Online During “Wi-5” Event

WASHINGTON, D.C. (August 21, 2007) – For the first time, a redesigned denomination of U.S. currency will be digitally unveiled when a new \$5 bill design is revealed on September 20, 2007.

In relying on digital communications channels for the “Wi-5” unveiling event, the government will serve two purposes: first, echo its approach to staying ahead of counterfeiters by using the latest advances in technology to enhance the bill’s security; and second, allow for the unveiling of the new \$5 bill design to be widely accessible.

“A digital unveiling for the redesigned \$5 bill provides a new opportunity to engage people in the public education process,” said Dawn Haley, Chief of the Office of External Relations at the Treasury’s Bureau of Engraving and Printing, “We hope that the ‘Wi-5’ theme will get consumers excited about the new bill and encourage them to use the resources on our Web site to learn about its security features and protect their hard-earned money.”

The government offers public education and training materials to inform the public about the latest currency designs. These materials are available to order or download at www.moneyfactory.gov/newmoney. The site has received over 222 million hits since its launch in May 2003 and gets about 280,000 unique visitors each month.

The Web site will be home to the “Wi-5” event on September 20, when government officials from the U.S. Treasury, Federal Reserve Board, Bureau of Engraving and Printing and U.S. Secret Service reveal the new \$5 bill design for the first time and discuss continuing efforts to stay ahead of counterfeiting. An online Q&A for reporters and podcasts will round out the new bill’s digital debut. During the days following the \$5 bill’s unveiling, streaming video of man-on-the-street interviews will be posted on the site, which will showcase consumers identifying the new \$5 bill’s updated security features.

“The United States government will continue to enhance the security of our Nation’s currency,” said Rose Pianalto, Assistant to the Board of Governors of the Federal Reserve. “From Bangkok to Boston, we want those who rely on our paper money around the globe – whether they are central banks, businesses or consumers – to have the information they need to verify the money they receive is genuine and to ensure a smooth introduction of new designs into commerce.”

Counterfeiting of U.S. currency has been kept at low levels through a combination of improvements in security features, aggressive law enforcement and education efforts to inform the public about how to check their paper money.

The \$100 bill will be the next denomination to be redesigned after the \$5 bill is issued in early 2008. The government has no plans to redesign the \$1 and \$2 bills.

The New \$5 Bill

Safer. Smarter. More Secure.

Information for reporters on how to attend the “Wi-5” unveiling event on September 20:

- Who:** **Anna Escobedo Cabral**, Treasurer of the United States
Larry R. Felix, Director, Bureau of Engraving and Printing
Michael Lambert, Assistant Director, Division of Reserve Bank Operations and Payment Systems, Federal Reserve Board
Michael Merritt, Deputy Assistant Director, Office of Investigations, U.S. Secret Service
- When:** **Thursday, September 20, 2007**
Representatives from the U.S. government will unveil the new \$5 bill to the public for the first time at 9:00 a.m. EST. An online “reporter only” Q&A will follow at 9:30 a.m. Reporters should register in advance at www.moneyfactory.gov/newmoney/pressregistration to reserve a virtual seat and to receive a reminder to attend.
- Where:** **The “Wi-5” \$5 design unveiling event is entirely digital and takes place at:** www.moneyfactory.gov/newmoney
- Interviews:** The online “reporters only” Q&A will begin at 9:30 a.m. EST. Officials are also available for one-on-one telephone or on-camera media interviews. These can be scheduled in advance by calling 202-530-4887.
- Materials:** Press kits for the redesigned \$5 bill will be available beginning at 9:00 a.m. EST on September 20th in the Media Center at www.moneyfactory.gov/newmoney. The electronic press kit includes a range of information about and images of the redesigned \$5 bill.
- B-roll:** B-roll of U.S. currency already in circulation is available at www.moneyfactory.gov/newmoney/b-rollarchives or by calling 202-530-4887. Footage of the redesigned \$5 bill in production and sound bites from government officials will be available online beginning Thursday, September 20th at 9:00 a.m. EST.

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