

The New \$100 Note



U.S. Government to Unveil New \$100 Note on April 21

WASHINGTON, D.C. (March 5, 2010) – The new design for the \$100 note will make its debut on Wednesday, April 21 during a ceremony at the Department of the Treasury's Cash Room. The U.S. government redesigns currency in order to stay ahead of counterfeiters and protect the public. Decisions about the redesign of each denomination are guided by the government's close evaluation of the range of ongoing counterfeit threats, whether from digital technology or traditional printing presses.

The unveiling of the \$100 note is the first step in a global multi-government agency public education program implemented by the Department of the Treasury, the Federal Reserve Board and the U.S. Secret Service, to educate those who use the \$100 note about its changes before it begins circulating. The \$100 note is the highest value denomination of U.S. currency in general circulation, and it circulates broadly around the world. Public education is an important component of the government's redesigned currency program because a well informed public is our first and best line of defense against counterfeiting. Free training materials for cash-handlers as well as other public education resources will be available in 25 languages at www.newmoney.gov beginning at 10:30 a.m. EDT on April 21.

Who: **Secretary of the Treasury Timothy Geithner**
Chairman of the Board of Governors of the Federal Reserve System Ben Bernanke
Treasurer of the United States Rosie Rios
Director of the United States Secret Service Mark Sullivan

When: Wednesday, April 21, 2010
 Media set-up begins at 8:00 a.m. EDT*
 Program begins at 10:00 a.m. EDT
 Agency spokespeople available for media interviews at 10:30 a.m. EDT

**Please allow ample time for security screening. All attendees must present government issued photo identification to gain admittance.*

Where: The Department of the Treasury's Cash Room
 1500 Pennsylvania Avenue, N.W.
 Washington, D.C.

Press Kits: Press kits providing information about the new \$100 note will be available at the event or at www.newmoney.gov beginning at 10:30 a.m. EDT on April 21.

B-roll: B-roll of the new \$100 note will be available for download at www.newmoney.gov beginning at 10:30 a.m. EDT on April 21.

RSVP: Please call 202-530-4887 by 5:00 p.m. EDT on Friday, April 14 to reserve your seat. All attendees will need to provide their full name, Social Security number and date of birth to be cleared into the building; international correspondents may provide a passport number and its issuing country.

Interviews: One-on-one interviews will be available with principals from the Department of the Treasury, the Bureau of Engraving and Printing, the Federal Reserve Board and the United States Secret Service. Please schedule in advance by calling 202-530-4887.

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