

## NEW \$50 TO DEBUT AT UNION STATION

### September 28 Is New \$50 Bill's First Day Of Issue

*U.S. Treasury, Federal Reserve and U.S. Secret Service Officials  
To Spend First Safer, Smarter More Secure \$50 at  
Union Station's Alamo Flags*

**Washington, D.C.** – The Treasury's Bureau of Engraving and Printing, the Federal Reserve and the U.S. Secret Service will release into circulation the first newly redesigned \$50 bill on Tuesday, September 28, 2004. Underscoring the "Stars and Stripes" design theme of the new note, government officials will spend the first new \$50 at Alamo Flags, a flag retailer in Washington, D.C.'s, Union Station on Capitol Hill.

September 28 will mark the day the Federal Reserve begins distributing the new notes to its banking customers for distribution to businesses and the public worldwide. A new \$20 note design was issued in October 2003. To ensure a smooth transition for the new currency designs, the U.S. government is carrying out a public education program to ensure that confidence is maintained as new money designs are issued. As part of this program, nearly 52 million pieces of training materials, such as brochures, posters and training videos, have been ordered thus far by businesses so that they may train their cash-handling employees on the notes' security features: the watermark, the security thread and the color-shifting ink.

**Who:** **Brian Roseboro**, Under Secretary for Domestic Finance, U.S. Department of the Treasury  
**Louise Roseman**, Director of Operations and Payment Systems, Federal Reserve Board  
**Thomas Ferguson**, Director, Bureau of Engraving and Printing  
**Bruce Townsend**, Deputy Assistant Director, United States Secret Service

**When:** **Tuesday, September 28, 2004**  
9:30 a.m. – 10:15 a.m. Press set-up  
10:30 a.m. – 11:00 a.m. Remarks by officials followed by first transaction with the first new \$50 note at Alamo Flags  
11:00 a.m. – 11:30 p.m. Spokespeople from the Federal Reserve, the Bureau of Engraving and Printing, the U.S. Secret Service will be available for media Q & A

**Where:** Alamo Flags  
Union Station, Main Hall  
50 Massachusetts Avenue, N.E.  
Washington, D.C.

**RSVP:** All attending press must call 202-530-4887 by **5:00 p.m., September 24, 2004**.

**Interviews:** One-on-one media interviews can be scheduled in advance by calling 202-530-4887.

**Materials:** *The New Color of Money* press kit can be accessed at "Media Center" at the [www.moneyfactory.com/newmoney](http://www.moneyfactory.com/newmoney) website or by calling 202-530-4887. General B-roll for *The New Color of Money* can be obtained by calling 202-530-4887.

Because counterfeiters are turning increasingly to digital methods and as advances in technology make digital counterfeiting easier and cheaper, the government is staying ahead of currency counterfeiters by updating the currency every 7-10 years. The new \$50 notes will be safer, smarter and more secure currency: safer because they will be harder to fake and easier to check; smarter to stay ahead of tech-savvy counterfeiters; more secure to protect the integrity of the U.S. currency.

