

KRAUSE PUBLICATIONS MAKES LARGEST PLEDGE TO DATE TO ANA BUILDING FUND

Krause Publications, the largest numismatic hobby publishing firm, has pledged \$50,000 to the building fund drive for the American Numismatic Association (ANA) - the greatest single pledge to date.

"Krause Publications is where it is today because of numismatics," says Chairman Clifford Mishler. "(Founder) Chet (Krause) and I recognize a debt this company owes to the numismatic hobby. As good corporate citizens and with a sense of responsibility to assist where we can, Krause Publications is pleased help the ANA, an outstanding organization, prepare to meet the needs of the hobby in this new century."

The ANA currently is in the midst of a \$3 million remodeling of its Money Museum and Library. When completed next year, the remodeled museum will stimulate visitors' interest in numismatics with intriguing windows to the world of history, art, geography, religion, economics, sociology and architecture. In addition, the ANA web site (www.money.org) will feature virtual exhibits from the ever-changing displays in the museum.

"It is an honor to receive this donation from Krause Publications, not only because of the generous amount pledged, but also because the firm is owned by its employees," says ANA Executive Director Edward C. Rochette. "It is a company filled with hundreds of people whose daily work benefits the hobby they have grown up with."

ANA Governor and fund-raising committee chairman Barry Stuppler says, "The donation by Krause Publications is a big boost to our fund-raising efforts. It is an honor to be recognized in this way by the fine folks at Krause Publications. As chairman of the fund-raising drive, it is good to see this kind of support for this important project so early in our effort."

Krause Publications of Iola, Wisconsin, begun simply almost 50 years ago by Chet Krause, has dramatically changed the numismatic hobby and many other fields of collecting. The publishing firm has grown into an award-winning company boasting more than 600 employees, 55 periodicals and 500 books in print, serving the hobbies of vintage cars, baseball cards, comic books, records, firearms, knives, stamps, and arts and crafts. Krause Publications maintains its commitment to numismatics with Numismatic News, Bank Note Reporter, World Coin News, Coins, Coin Prices and Standard Catalog of World Coins.

With this \$50,000 donation, Krause Publications becomes the first donor to be named an "ANA Benefactor" in the building fund drive - "ANA Target 2001." Those pledging \$25,000 or more will be so recognized on a "donor wall" to be erected in the remodeled entry plaza of the ANA building and be permitted to exhibit numismatic material in the Museum's rotating displays.

ANA Benefactors also receive two VIP numismatic tours with ANA Executive Director and raconteur Edward C. Rochette; designation as "honorary general chairman" of an ANA

convention of the donor's choice; two tickets to the gala black-tie dinner and silent auction of special numismatic material; a recognition plaque; an early entry pass to the next three years of ANA convention bourses; two limited-issue ANA commemorative silver medals; recognition in *The Numismatist*; and a banner ad on the ANA donor web page.

Other donation/pledge levels and premiums for ANA Target 2001 are:

Platinum (\$10,000+) - two tours with Rochette; honorary general chairman designation; two tickets to the gala black-tie dinner and auction; recognition on the donor wall; a recognition plaque; an early entry pass to the next three years of ANA convention bourses; two limited-issue ANA commemorative silver medals; recognition in *The Numismatist*; and a banner ad on the ANA donor web page.

Gold (\$5,000+) - two tickets to the gala dinner and auction; recognition on the donor wall; a recognition plaque; an early entry pass to the next two years of ANA convention bourses; two commemorative medals; recognition in *The Numismatist*; and a link on the ANA donor web page. (Additional tickets to the gala dinner can be obtained for each additional donation of \$2,500 made at the "Gold Level" and above.)

Silver (\$1,000+) - recognition on the donor wall; an early entry pass to the next year's ANA convention bourses; one commemorative medal; and recognition in *The Numismatist* and on the donor web page.

Bronze (\$500+) - recognition on the donor wall; one commemorative medal; and recognition in *The Numismatist* and on the donor web page.

Copper (\$25+) - recognition in *The Numismatist* and on the donor web page.

The top three donors of \$500,000 or more will be named "ANA Grand Benefactors" and qualify to have their names noted prominently on and associated with the ANA Museum, Library and remodeled entry plaza, creating a living legacy at ANA headquarters in Colorado Springs. ANA Grand Benefactors also will receive the Benefactor Level premiums.

Donations of numismatic material and securities valued at \$500 or more will be accepted; the museum may retain the items for its collection or they will be sold at auction.

Contributors can use their credit cards, including VISA, MasterCard, American Express or Discover, to charge their donations, and can spread payments over a two-year period. Donors who obtain matching funds from their employers and other organizations will be credited with the total donation amount.

To make a donation, contact the American Numismatic Association, 818 N. Cascade Ave., Colorado Springs, CO 80903-3279; telephone 719/632-2646; fax 719/634-4085; e-mail rochette@money.org.

For more information about ANA Target 2001, contact ANA Governor Barry Stuppler at 5855 Topanga Canyon Blvd., #330, Woodland Hills, CA 91367; fax 818/594-8599; or e-mail ANA2001@coinmag.com.

The American Numismatic Association is a congressionally chartered nonprofit educational organization dedicated to encouraging people to study and collect money and related items. The ANA helps its 28,000 members and the public discover and explore the world of money through its vast array of education and outreach programs, as well as its museum, library, publications, conventions and seminars. For more information, call 719-632-2646 or go to www.money.org.