


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Oct 15, 2003 - 12:00 AM 

## Bobby bucks sell out

PARRY SOUND - The 4,000 souvenir Bobby Orr coins distributed to over 40 businesses here in July are now sold out.

The coins were released for public purchase on July 18, the day the Charles W. Stockey Centre and Bobby Orr Hall of Fame celebrated its grand opening.

The Parry Sound Business Retention and Expansion Team designed the program to create revenue for marketing special events.

The 40 business members participating in the distribution of the coins agreed to accept the coins back as legal tender. However, the majority of coins sold, were kept as collectors items. Hear the Sound program coordinator, Matt Peltomaki, said the program went better than expected.

"The purpose of the coin was to have our own unique town currency that could be used in any of the participating businesses. The success of the coin has been shown in the few that have been returned, as most people have kept them as souvenirs," said Mr. Peltomaki.

The Stockey Centre sold over 1,500 and some coins were mailed out to destinations as far away as British Columbia and Massachusetts. Although the coins are sold out, calls are still pouring into the Town office for them.

The only problem that was experienced with the coins is that they seem to tarnish quickly.

However, some people have said that they preferred the tarnish look as it brought out the features of the design.

Mr. Peltomaki said that with all the success of the coin, as a solid fund raiser and marketing tool, the Business Retention and Expansion Team has discussed minting another coin next year.

"We may look into whether we can have another Bobby Orr coin, but there are also some local [historical] landmarks that will be celebrating anniversaries in the next few years such as the sinking of the Waubuno and the construction of the [Canadian Pacific] train trestle," said Mr. Peltomaki.

"The popularity of the Bobby Orr coin will be hard to match though."

The \$4 Bobby Orr coins will still be accepted as legal currency at participating merchants until October 31.

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