



America's Greatest History Attraction

FOR IMMEDIATE RELEASE

**Media Contact:**  
Kate Storey  
The Henry Ford  
313-982-6124  
kates@thehenryford.org

Melissa Allen  
Liebler!MacDonald  
248-233-8132  
melissa@liemac.com

## **NEW WEBSITE BUILDS SUPPORT FOR MODEL T COMMEMORATIVE COIN**

*Coin could provide up to \$5 million to fund educational programs*

DETROIT - October 15, 2007 - "I will build a motor car for the great multitude," Henry Ford is said to have proclaimed when announcing the Model T in October 1908. In the 19 years that followed, more than 15 million Model Ts were produced and at the height of its popularity, the Model T was manufactured in 20 countries and on every continent except Antarctica. MotorCities National Heritage Area and The Henry Ford are working to promote the passage of the *Model T Ford Automobile Commemorative Coin Act* which would authorize the U.S. Mint to produce a Model T commemorative coin, celebrating the centennial of the Model T.

The U.S. Mint is authorized to strike a maximum of two commemorative coins per calendar year. Commemorative coins have documented some of America's most significant historical and cultural moments - celebrating and honoring people, places, events, and institutions. The *Model T Ford Automobile Commemorative Coin Act* was introduced in the Senate by Senators Debbie Stabenow and Carl Levin in February and was followed by Representatives John Conyers, John Dingell, Dale Kildee, Carolyn Cheeks Kilpatrick, and

Thaddeus McCotter who introduced a similar bill in the House of Representatives in March. The measure has also been supported in the Michigan House of Representatives.



The proposed Model T Commemorative Coin Act will help fund educational programs associated with the Model T. In support of this act are (from left) Gary Familian, MotorCities' Heritage Area executive director; Christian Overland, The Henry Ford's vice president of museums and collections; and Washington, D.C.-area Model T owner Erwin Mack.

Although commemorative coins are legal tender, they are not minted for general circulation. Each commemorative coin is produced by the U.S. Mint in a limited quantity and is available only for a limited time. The *Model T Ford Automobile Commemorative Coin Act* directs \$10 from the sale of each coin to be made available to MotorCities National Heritage Area, an affiliate of the National Park Service dedicated to preserving, interpreting and promoting the automotive heritage of the State of Michigan, and The Henry Ford, an American history destination located in Dearborn, Michigan. All revenues will be divided equally and used to establish an endowment at each institution, the annual yield from which will be used to fund educational programs associated with the Model T, and support the celebration and preservation of the Model T story.

A Model T Commemorative Coin website, [www.modeltcoin.org](http://www.modeltcoin.org), has been created to provide information about this initiative to the public; enable the public to communicate to their

members of Congress by emailing a letter of support; and inform the public about social networking opportunities in connection with the Model T. The website is one of several MotorCities' outreach opportunities that will utilize technology applications to connect the community to the MotorCities region's rich automotive heritage.

"The Model T is considered by many to be the most important invention of the twentieth century," said Christian Overland, Vice President, Museums and Collections at The Henry Ford and President of the MotorCities Board of Directors. "Winning government approval for the coin would enable us to create a unique educational program to reach millions of people and tell the Model T story with the richness of color and detail it deserves."

"The website is intuitive, informative, compelling and entertaining so that visitors will immediately recognize and understand the importance of this coin and the good it can potentially create," said Gary Familian, MotorCities' Executive Director. "The Model T Commemorative Coin is an unprecedented opportunity for The Henry Ford, MotorCities and Model T and other automotive historians around the world. We're hoping this website will help us turn that opportunity into reality."

### **About MotorCities National Heritage Area**

MotorCities National Heritage Area is an affiliate of the National Park Service dedicated to preserving, interpreting and promoting the automotive and labor heritage of the State of Michigan. Encompassing 13 counties and over 10,000 square miles in southeastern and central Michigan, the programs and activities of MotorCities are designed to increase tourism throughout the state; develop and deploy educational and informational programs; and encourage revitalization through conservation. For more information, go to: [www.motorcities.org](http://www.motorcities.org).

### **About The Henry Ford**

The Henry Ford, located in Dearborn, Michigan was founded in 1929 by automotive pioneer Henry Ford. This history destination includes Henry Ford Museum, Greenfield Village, The Henry Ford IMAX Theatre, The Benson Ford Research Center and The Ford Rouge Factory Tour. The Henry Ford, America's Greatest History Attraction, is the history destination that brings the American Experience to life. For more information, go to: [www.thehenryford.org](http://www.thehenryford.org).

###