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For Immediate Release

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LCS Earns “Honorable Mention” In 2004 Michigan Retailer Of The Year Awards!

Adela Uchida, the Mistress of Ceremonies at the 2004 Michigan Retailer of the Year awards ceremony on October 12 in East Lansing, specifically cited community support efforts of Lansing’s Liberty Coin Service (LCS) and its owner Patrick A. Heller.

In listing ways in which Michigan retailers support their communities, Uchida, a news anchor from WILX-TV10 in Lansing, described the efforts of the winners in the large, medium, and small sales volume categories. She also commended three other companies that the judges deemed worthy of acknowledgement.

Speaking of Liberty Coin Service and Heller, Uchida said, “when the Michigan Quarter debuted earlier this year, Heller’s ‘Cans for Quarters’ Food Drive generated almost 6,000 pounds of food and about \$6,500 in cash donations to the Greater Lansing Food Bank, in exchange for 20,000 Michigan quarters donated by LCS. Heller’s program has been replicated here and by communities in Michigan and as far away as Texas.”

Patrick A. Heller, owner of Liberty Coin Service, said, “We are honored to be recognized by our peers in the coin industry and among thousands of Michigan retailers with our fourth nomination for Retailer of the Year. It was a lot of fun involving thousands of students in the process of suggesting designs for the Michigan Quarter, then giving them the experience of supporting the less fortunate in their community as part of the celebration of the debut of Michigan’s Quarter. In addition, the general public was so excited about participating in ‘Cans For Quarters’ that we look forward to another project next year.”

Liberty Coin Service, in the Standard Federal Bank Building at Frandor in Lansing, was established in 1971. It is Michigan’s largest rare coins and precious metals bullion dealership, with customers in every state and many foreign countries. Earlier this year, LCS was recognized with the 2004 Socially Responsible Entrepreneurial Award of Greater Lansing. Liberty Coin Service was previously nominated for Michigan Retailer of the Year in 2002, 2000, and 1999 for innovative community support programs.

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