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For Immediate Release

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## **LCS Sponsors “Michigan Quarter Bears For Education” Schools Fundraiser!**

Sales of a popular teddy bear will benefit area schools this holiday season. The program, “Michigan Quarter Bears For Education” is being sponsored by Liberty Coin Service (LCS) in the Frandor Shopping Center in Lansing. For every 2004 Michigan Quarter Teddy Bear sold in its store by December 24, LCS will donate \$2.00 to the schools designated by the purchasers.

One of the “50 States of America Coin Bears™” series, the 9-inch tall Michigan Teddy Bear has a map of Michigan on its chest with a star for Lansing. One foot has attached an uncirculated 2004 Michigan Quarter. The other foot reads “26<sup>th</sup> State”. One leg reads “Jan. 26, 1837”, Michigan’s statehood date. It sells for \$9.99.

Said Pat Heller, owner of Liberty Coin Service, “With no promotion—just putting them on display in our store—these bears have been snapped up by customers. We thought that our first shipment a few months ago would last all year. Instead, we are already on our third order and trying to get more!”

Heller continued, “We were thrilled with the public response to our “Cans For Quarters” food drive for the Greater Lansing Food Bank earlier this year. The “Michigan Quarter Bears For Education” is one more way we can say thank you to our customers by supporting our community from the sales of one of our best selling products.”

As a result of the Cans For Quarters program, Liberty Coin Service was honored this year with the 2004 Socially Responsible Entrepreneurial Award of Greater Lansing and an “Honorable Mention” for 2004 Michigan Retailer of the 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. Owner Pat Heller was actively involved in encouraging public participation in the design process of the 2004 Michigan Quarter, including serving on the Michigan Quarter Commission that was appointed by former Michigan governor John Engler.

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