

# NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Hoffman Mint Sales Department  
831-625-5333  
www.hoffmanmint.com  
Email: sales@hoffmanmint.com

JANUARY 14, 2002

---

## Eagle Swoops Over Collectors Carrying "Enduring Freedom" Flag

**Carmel, CA - Hoffman Mint**, one of the largest private mints in the United States, is proud to announce the release of their 2002 Calendar Medal, "**Enduring Freedom**". This limited edition art medal portrays sculpted images of the American flag in all its glory, and the American bald eagle, our national symbol of freedom, with the 2002 calendar. "We proudly offer this year's medal which exemplifies all that America stands for, enduring freedom for all people, and the strength to stand united," commented Michael Hoffman, CEO of Hoffman Mint.

It is an interesting historic note that the design of the original flag, the Star Spangled Banner, was decided for very practical reasons - to identify our military positions and naval ships. In 1777, the Continental Congress adopted an official standard as a flag of safe passage for American Indians to assure their safety when on traveling missions for the army. In 1818, Congress decreed that the Star Spangled Banner be thirteen horizontal stripes, alternating red and white, symbolizing the original thirteen colonies, and each state represented by a single star.

In continuing with the spirit in which the original Star Spangled Banner was created, the flag is engraved into the medal with the words, "United We Stand" and "Enduring Freedom". The reverse of the calendar medal, displayed in exquisite detail, is a bold sculpture of our national symbol of freedom and strength, the bald eagle, along with the 2002 calendar. The creation of this meticulously struck, beautifully designed and artfully sculpted calendar medal is the result of a collaboration of the skilled team of Hoffman Mint craftsmen. It is truly breathtaking to see the superb detail achieved by some of the finest artisans in the world.

This 3" diameter, half pound solid bronze medal has an antique and lacquer finish for added protection and enhanced appearance. Each medal is individually marked with its own serial number and the official hallmark of Hoffman Mint. The 2002 Calendar Medal, "**Enduring Freedom**", is packaged in a deluxe presentation gift box, and is accompanied by a solid walnut wood display stand and a certificate of authenticity. This is a strictly limited edition of only 5000 numbered medals, after which the dies will then be defaced and permanently retired.

"**Enduring Freedom**" sells for \$39.95. To order "**Enduring Freedom**" or any of their previous calendar medals, or to obtain more information about Hoffman Mint's custom minting services, please contact their sales department. Call toll free 800-227-5813, fax to 831-649-3318, or write to P.O. Box 896, Carmel, CA 93921. You may also visit their web site [www.hoffmanmint.com](http://www.hoffmanmint.com) to view the calendar medal.