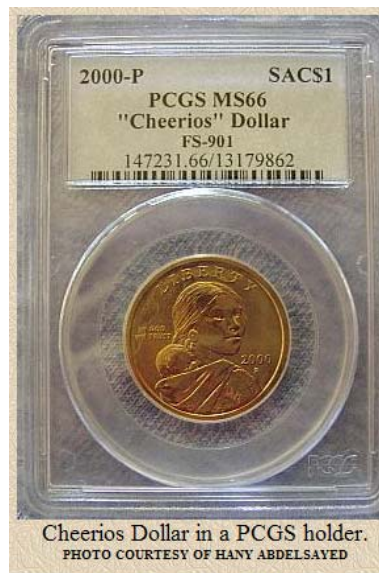




“Cheerios” Dollars

A THE FIRST GOLDEN DOLLAR, A GOLDEN TREASURE

- 53 Million dollars on marketing
 - This included twelve, 22 karat gold copies sent into space on the space shuttle Columbia
- 5,500 coins randomly inserted into 10 million boxes of Cheerios cereal
 - These boxes arrived on store shelves before the coins were released into circulation
- These special Cheerios coins were minted in October 1999 and used the same reverse design as those blasted into space.
 - The reverse design was modified for the other 1 billion coins that were made for circulation and released in late January of 2000.
- It was more than 5 years before the first of these special coins was recognized and sent in to be authenticated and another 2 years before people believed that a special variety had been found.



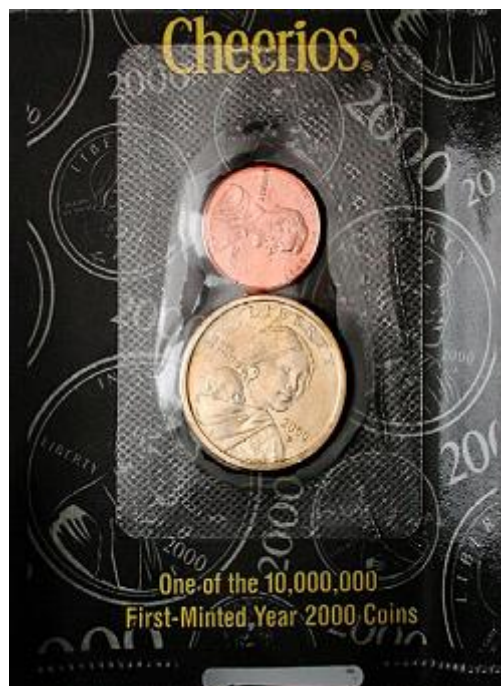
Cheerios Dollar in a PCGS holder.
PHOTO COURTESY OF HANY ABDELSAYED



Mint Issued Statement (June 2007)

“5,500 Golden Dollars of a ‘high detail’ feather variety (12 tail feathers) were manufactured and shipped to General Mills as part of the Golden Dollar promotion in October 1999, under a detailed arrangement that they not be released until January 2000. Prior to manufacturing the coins for release to the Federal Reserve in 2000, the feather detail was softened and the center tail feather was recessed to solve a die manufacturing issue. Recessing the center tail feather gives the illusion of a 13th feather, but that was not the intent.”

- The special variety can be identified by the extra detail in the body and tail feathers
- Despite the fact that more than 5000 were made, only about 70 are known, the rest are believed lost, spent or stuck in drawers of people who don't know about them.



- Not all the Sacagawea dollars have the detailed design, PCGS and NGC have certified Cheerios Dollars without the detailed body and tail feathers
- The highest selling price for a Certified Cheerios Dollar was \$34,500 in August of 2008. On March 6th 2010, a PCGS MS66 graded coin sold for 4,500 on eBay.

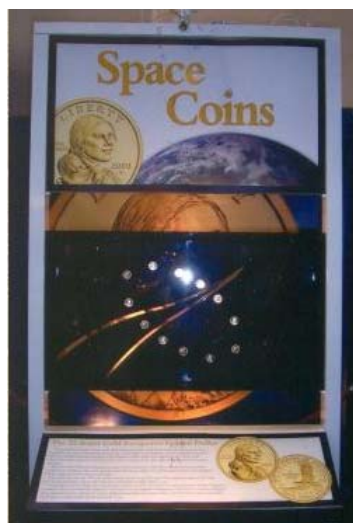
The 12 Gold Coins

The 12 gold coins that were sent into space have an interesting story of their own. The 12 coins, each containing a half ounce of fine gold each, actually started as 39 coins. Before sending them up on the space shuttle, they selected the 12 best and destroyed the others. The coins were never displayed for the general public after returning Earth. In fact, they were taken by the US Mint and stored in Fort Knox. That is where they stayed until August of 2007. Then after 7 years, they were finally put on display at the World's Fair of Money in Wisconsin. This is the largest coin and currency show in the US and is sponsored by the American Numismatics Association.



Special Space Mission

The gold coins are not the only thing that made the Columbia shuttle flight interesting. That flight was piloted by Eileen Collins, the first woman to pilot a shuttle mission.



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