



**COLLECTIBLE
COMMEMORATIVE
COINS**

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FOR IMMEDIATE RELEASE:

LEGACY IS FOREVER LAUNCHES COMMEMORATIVE COINS TO CELEBRATE CONTRIBUTIONS OF AFRICAN-AMERICANS

Company Releases “President Barack H. Obama” and “Heirs of Great Expectation” Coins to Commemorate Presidential Inauguration, MLK Day and Black History Month

Chicago, IL, January 16, 2013—**Legacy is Forever (LIF)** announced the release of a unique series of keepsake coins that recognize and celebrate the history, culture and contributions of African-Americans. Each coin is designed to preserve unique cultural traditions and serve as a catalyst for providing inspiration and a lasting legacy to future generations. **LIF** coins, considered custom collectibles and memorable heirlooms, are depicted with words and images that affirm its purpose. “The purpose of **LIF** coins is to provide an “intergenerational” method of sharing inspiring and historical stories of triumph and achievement,” says CEO, Christopher Wells.

Highlighting this celebration is the release of the “President Barack H. Obama” and the “Heirs of Great Expectation” Legacy coins to honor Dr. Martin Luther King, Jr. Day, Black History Month and commemorate the Inauguration of the first African-American and 44th President of the United States. “The issuance of the **LIF** coin series is a great contribution to help our story stay alive for future generations,” says Faye Rose Toure, Founder of the National Voting Rights Museum in Selma, Alabama. The “Heirs of Great Expectation” **LIF** coin memorializes the great ideas that gave rise to ancient African and human civilization. All combined, these symbols represent strength and creativity, science and spirit, male and female energy, truth and justice and the power and peace of God. “This coin collection series bears witness to the faith, struggles and courage of our people across millennia,” says Rev. Dr. Frederick D. Haynes III, Senior Pastor of Friendship West Baptist Church, Dallas, TX.

LIF coins are minted at one of the largest, private full service mints in the U.S and are minted in varying metals including brass, nickel as well as sterling silver and solid gold.

The President Barack Obama and Heirs of Great Expectation coins were designed by Ausbra Ford, a renowned artist, sculptor and scholar who is a specialist in African arts, ritual and the iconography of Africa and The African Diaspora. His large, public sculptures are on three continents.

As Dr. Joyce King, Benjamin E. Mays Endowed Chair Professor of Social Foundations of Education at Georgia State University explained, “This creation will undoubtedly make a significant impact on how we educate our youth about their history and contributions to the world.”

The founder and visionary of **LIF** is Dr. Iva E. Carruthers, a global, interdisciplinary scholar, lecturer, educator and justice activist. She holds degrees from Northwestern University and Garrett Evangelical Theological Seminary and is distinguished for her work and legacy in the fields of African centered education, information technology and liberation theology.

Wells, who is the son of Carruthers, joined **LIF** in 2012 and is spearheading its mission to produce unique coin collections that preserve important moments of today and yesterday for future generations of tomorrow. “These coins remind us that success has great reward and responsibility and serve as a gift for the journey,” says Wells. As a Northwestern University graduate, he brings an extensive background in digital and customer loyalty marketing and is forging partnerships with the nation’s most recognizable organizations and brands who wish to demonstrate their commitment to diversity.

“My mother’s vision for **LIF** was to provide our community with timeless, collectible pieces of African-American art that could be cherished and passed on to the next generation,” states Wells. “And my vision is to expand it through collaborations with corporations, groups, schools, churches, sororities, fraternities, associations, and families who appreciate African- American art, support achievement at its best and promote the vision of “passing it on.” **LIF** coins educate, invoke pride, and encourage employees, shareholders, members and others to purchase them in honor and support of their organizational goals, initiatives, scholarships, and special programs.

LIF coins are available for families and feature family images or crests that are used for such occasions as: reunions, weddings, and to commemorate the life of a loved one who has passed. Leonard G. Dunston, President Emeritus of the National Association of Black Social Workers adds, “Collecting and studying the Legacy is Forever coins can become a family activity for education, fun and connecting the dots between family and community histories and world history.”

To order **LIF** coins, please call the toll-free number, (888) 831-7024 or for more information, please visit www.legacyisforever.com.

Heirs of Great Expectation Coin



The Heirs of Great Expectation coin celebrates the strength and self-determination of African people. It affirms the expectation of greatness for future generations, especially those who have been given the coin.

President Barack Obama Coin



The President Barack H. Obama coin commemorates the phenomenal achievement of President Barack Obama and the message of “Hope” that he represents to so many all over the world.

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