



We Surround Them

Executive Currency Summary

Metal: .999 fine silver **Size:** 39mm **Weight:** One Troy Ounce **Finish:** Proof-Like
Projected Production: 30,000 of 2009 edition

Proceeds Benefit: The 9/12 Project founded by television personality Glenn Beck.

Design Specifications: This finely minted silver piece reflects the ideals as put forth by Fox News personality and host, Glenn Beck, for his group of like-minded Americans called the 9/12 Project. The obverse features the iconic image of a rattlesnake divided from the 1754 woodcut first published by Benjamin Franklin, which originally featured the words “Join or Die”. Like Franklin, Beck has selected 9 principles and 12 values to which he asks other Americans to consider. At the bottom of the piece, it reads: FOR THE PEOPLE BY THE PEOPLE.

Marketing Target: This piece is intended to appeal to the growing number of disenfranchised Americans that seek to join together in the common goal of ending their long-endured repression in favor of a closer adherence to the ideals of this nation’s founders. The majority of these individuals will be found in 9/12 Meetup groups across the country and online in their respective Meetup group forums. Sponsoring the local group will benefit both parties. This target market has expanded their reach by forming and/or contributing to local Tea Parties, where one could find a steady supply of interested and aware clients.

License Fee: This piece is intended to benefit the 9/12 Project founded by Glenn Beck.

Variations: There are no variations of this design.

Recommended Retail Price: The growing interest and involvement in this movement suggests a retail price of \$25-\$30 is not unreasonable.