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PRESS RELEASE

COIN GIFTED TO NATION TO MARK CENTENARY OF THE BATTLE OF YPRES

The London Mint Office is offering a free coin to mark the centenary of the Third Battle of Ypres, also known as Passchendaele, which began on 31 July 1917 and ultimately became one of the bloodiest battles of the First World War.

The London Mint Office, who offer commemorative coins marking historic events and milestones, is making available the limited edition Ypres Centenary Coin free of charge as a gift to the nation. The coin has been issued as a tribute to the bravery, heroism and sacrifice of all those who fought the four month long battle. Struck to a stunning collector finish, it features the symbol of remembrance - the poppy - together with the Angel of Mons, who, according to legend, is said to have protected our soldiers during the war.

The coin is inscribed with Rudyard Kipling's resonant words "*Lest we forget*" – an immortal reminder of the enormous debt of gratitude owed to those who sacrificed their lives for our freedom. They will be honoured at an international ceremony of remembrance - '*Centenary of Passchendaele, Third Battle of Ypres*' – at the site of the battle in Flanders' Fields, on July 30 and 31.

The London Mint Office Managing Director, Greg Prosser said: "*The Battles of Ypres saw some of the most brutal destruction of human life in the mud of Flanders. These days, we all struggle to imagine the hell that soldiers had to face. In our very small way, The London Mint Office wants to honour that sacrifice during this centenary year, by gifting the Ypres Centenary Coin to the nation.*"

Ypres became the epicentre of four major battles, the third of which, Passchendaele, was the bloodiest. An estimated 245,000 allied and 215,000 German casualties fell after months of heavy fighting, which saw the front line move only eight kilometres. The battle began on 31 July 1917 and raged until 10 November that year, when the ridge at Passchendaele was captured.

Prime Minister Lloyd George later declared: *“Passchendaele was indeed one of the great disasters of the war...No soldier of any intelligence now defends this senseless campaign.”*

Coins can be ordered at www.ww1coin.com/pr or by calling **0845 120 3086**.

www.londonmintoffice.org

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Editor’s Notes

The London Mint Office is a trusted and respected supplier of new and historic coins, medals and ingots in the United Kingdom. Gold, silver and other precious metals have fascinated mankind for many centuries, making coin collecting a popular hobby the world over. The London Mint Office is at the centre of British numismatics, bringing the fascinating world of coin collecting to both existing and new collectors.

The London Mint Office is an Official Distributor to many of the World Mints and partners with a number of prestigious international organisations.

The London Mint Office is part of the Samlerhuset Group, one of Europe’s largest coin companies which operates in 17 European countries and owns The Mint of Norway which produces the Nobel Peace Prize. Together with our sister organisations across Europe, The London Mint Office provides a wide range of numismatic items, ranging from ancient to modern day issues, originating from virtually every country in the world. Visit **www.londonmintoffice.org** for more information.

UK Ceremony of Remembrance, Centenary of Passchendaele, Third Battle of Ypres

On 30 and 31 July, the UK Government in partnership with the Commonwealth War Graves Commission, the city of Ypres, the Municipality of Zonnebeke and the Memorial Museum Passchendaele 1917 will mark the centenary of Passchendaele, the Third Battle of Ypres.

www.passchendaele100.org

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