



CARTOON COIN

An Aussie mint gives life to an animated family with a new series.

In February Western Australia's Perth Mint launched a fun, new coin series that celebrates *The Simpsons*, the popular animated sitcom that has delighted viewers with the family's hilarious adventures for three decades. Homer is an amiable dunce who works at a nuclear power plant in Springfield—the "Anytown, USA" location where the show is based.

Inspired by the real-life family of the show's creator, Matt Groening, *The Simpsons* first appeared in 1987 in 30-second segments on *The Tracey Ullman Show*. In 1989 it debuted as a half-hour scripted program on the Fox television channel owned by 20th Century Fox, which licensed the coin series. Groening, who grew up in Portland, explained in a 2002

ent of countless accolades, including dozens of Emmys and other awards, it became the longest-running prime-time scripted series in TV history in 2018.

For the first time ever, the show's beloved characters have been immortalized on coins. The sole bullion piece of the series is a 1-ounce, uncirculated silver AU\$1 that depicts Homer uttering his iconic catchphrase D'OH on the reverse below an image of the word. "D'oh," which was added to the Oxford English Dictionary in 2001, is Homer's exclamation when he has just done something foolish. A partially eaten glazed donut with sprinkles, his favorite treat, replaces the "O." Twenty-five thousand coins were produced, with 1,000 housed in presentation cards reserved for sale in Australia.

All nine issues in the series are struck from .9999-fine silver and are legal tender in the independent island nation of Tuvalu. Like all British commonwealth coins, they feature Queen Elizabeth II's portrait on the obverse. In addition to a scene from the show, each reverse carries Matt Groening's signature, a "P" mint-mark for the Perth Mint and a Fox trademark/copyright symbol.



Among the new issues is a 2-ounce silver AU\$2 proof, with a colorized image of the whole Simpson family: wife Marge, son Bart, daughters Lisa and Maggie, a cat named Snowball II and a greyhound named Santa's Little Helper. Their home at 742 Evergreen Terrace appears in the background. With a mintage of 2,000, this coin is housed in a clear acrylic presentation case.

Another piece in the series is a colorized 1-ounce AU\$1 proof that recreates a pink frosted donut with sprinkles and has a holed center. Three thousand were struck and are packaged in hard plastic cases.



▲ THE FIRST ITERATION of THE SIMPSONS (above, right) debuted in 1987. The characters underwent some changes through the years, as depicted in the 2019 Perth Mint coin series celebrating the animated family.

Actual Size: 50.6mm (family), 40.6mm (d'oh) & 41mm

interview that the show's fictional town is based on Springfield, Oregon, which is south of Portland.

The Simpsons features frequent references to current social and political issues and has evolved into a pop-culture phenomenon with global reach—viewed in 60 countries and 20 languages. The reci-



The recipient of countless accolades, including dozens of Emmys, *The Simpsons* became the longest-running primetime scripted series in TV history in 2018.



PHOTOS: PERTH MINT (COINS) & WIKIPEDIA.ORG/THE TRACEY ULLMAN SHOW/MATT GROENING

PHOTO: PERTH MINT

These three inaugural coins were unveiled at the World Money Fair in Berlin, Germany. Each has been a quick seller, and retail prices have increased, especially for the bullion and 2-ounce proof.

In March the Perth Mint launched the first of five 1-ounce silver colorized AU\$1 proofs that feature each family member, plus a sixth that portrays Homer raising a frosty mug of Duff Beer, his favorite drink. The other five pieces will be re-released individually every other month, with the beer coin expected to end the series in January 2020.

The Perth coining facility has been one of the most prolific issuers of commemoratives celebrating popular movies and television shows, which mint officials believe will create new markets for collectibles and new hobbyists. Neil Vance, group manager of minted products, notes,

It is themes and innovations like this which bring new life and conversations to the world of traditional bullion



coins and modern investment options. The humor and relatable characters of *The Simpsons* have made the prime-time series a worldwide phenomenon. It is an honor to celebrate this much-loved family with a memorable set, and we are thrilled to share the art of coin collecting with new audiences of fans and collectors.

The success of *The Simpsons* series suggests that these “fandom” coins have considerable crossover appeal, provided the subject matter is popularly known.

golino@money.org

THE GOLD LOCK
Coin & Bullion Scanner

Hi-Tech Gold & Silver Scanner

PROTECTING YOU from fraud.

Get yours today!

THEGOLDLOCK.COM



YOUR SUPPORT IS APPRECIATED

VOTE
MARY LYNN
GARRETT

FOR ANA
GOVERNOR