

The New Color of Money: Safer. Smarter. More Secure.

USA TODAY Snapshots® The color of new money

The U.S. government Tuesday unveiled a newly designed and more colorful \$20 bill that officials hope will be tougher to counterfeit. The currency, which will begin

circulating this fall, has a background of green and peach, a large portrait of Andrew Jackson, our seventh president, and other hard-to-copy changes. New designs for

the \$50 note will come in 2004 and for the \$100 note in 2005. New designs for the \$5 and \$10 notes are coming, but the \$2 and \$1 notes will not be redesigned.

— Security features — New symbols

Security thread

Security thread, or plastic strip, is embedded in the paper and runs vertically up one side of the note. The words "USA TWENTY" and a small flag are visible along the thread from both sides of the note.

Eagles

Two new American eagles appear on front. Large eagle in background represents eagles drawn during Jackson's time in the early 19th century; small eagle is more contemporary version.

Jackson portrait
Oval borders and lines surrounding Jackson portrait have been removed.

Color changes
Green and peach added as subtle background colors on both sides of note. Words "Twenty USA" printed in blue to right of portrait.

Color-shifting ink
The number "20" in the lower right on the front changes from copper to green when the note is tilted up or down.

Watermark
The watermark is visible when the note is held to light. The watermark is part of the paper itself and can be seen from both sides.

Small 20s
Small numeral 20s are printed in the background on back of note.

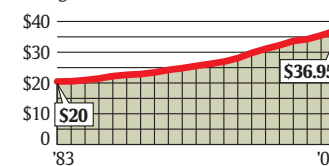


The old \$20



The value of \$20

An item purchased 20 years ago for \$20 would cost \$36.95 today. How inflation has changed the value of \$20:



Average life of a Federal Reserve note

The average circulation life of U.S. notes:



Source: Federal Reserve

Currency facts

- ▶ Most commonly used denominations in USA are \$1 and \$20.
- ▶ More \$1 notes are printed than any other — about 45% of all notes printed.
- ▶ Since 1866, U.S. law prohibits portraits of any living person on currency.
- ▶ Portraits of same historic figures have been on U.S. notes since 1929.
- ▶ Martha Washington is the only woman whose portrait has appeared on U.S. paper currency — in 1886, 1891 and 1896.
- ▶ A note will take about 4,000 back-and-forth folds before it tears.

Source: Bureau of Engraving and Printing; USA TODAY research

By Frank Pompa, USA TODAY

In late 2003, the United States government will be issuing currency with new designs and security features beginning with the \$20 note. The new \$20 design retains three of the most important, easy-to-check security features that were first introduced in the 1990s: a watermark, security thread and color-shifting ink.

Education Program For the redesigned currency campaign, the U.S. government is making classroom materials (which meet national education standards) available to teachers, including:

- ▶ Brochures
- ▶ Posters
- ▶ CD-ROM
- ▶ Activity book

The classroom program is part of a broader initiative supported by education, civic and volunteer organizations. This initiative aims to teach children about the history and traditions associated with the nation's currency, as well as the new money campaign and the role students can play in it.

Materials are available free of charge at www.moneyfactory.com/newmoney. If you have questions or would like to be a part of the campaign, please contact Katie Mee at 202.530.4518.

www.usatoday.com/educate/newmoney/index.htm
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