



## Media Release

### COLLECTORS STUCK ON SASKATCHEWAN PINS

Official 2010 Pin Licensee: *The Pin People* - Laurie Artiss Ltd.

**Regina, SK, February 9, 2010** - Pin trading has become the unofficial spectator sport of the Olympic Games, and with an estimated 30 million pins traded at Coca-Cola Official Pin Trading Centres alone, it's not hard to see why. Pin collecting and trading has mass appeal. From serious "pinheads" in search of a must-have design, to athletes and spectators looking for a tangible memento of their Olympic experience, pins are affordable and accessible to everyone, bridging the barriers of language and culture.

Saskatchewan's *The Pin People* - Laurie Artiss Ltd., was awarded the official license to produce collector pins for the 2010 Winter Olympics in Vancouver. The company's origins date back to 1968, when curling enthusiast Laurie Artiss got into the business to produce pins for curling clubs and bonspiels. Fast forward to the present, and Artiss's daughter Karen Pasterfield is now at the helm of the company. With experience producing official pins for 11 Olympic Games, including one as the Official Licensee for the 1988 Calgary Games, *The Pin People* were well poised to take on the Vancouver challenge. In all, more than 500 retail designs will be produced to commemorate the Games.

To fulfill the license, Laurie Artiss partnered with experienced American pin maker Aminco International (USA) Inc. to form a new company - Artiss Aminco ULC. Amino International was the Official Licensee for the Salt Lake City 2002 Winter Games. Reflecting on their success, Artiss Aminco CEO and Laurie Artiss Vice-President Chris Pasterfield humbly says, "...we have been fortunate with our little product." A modest comment from a company who will produce some of the most coveted souvenirs of the Vancouver Games, gracing lapels around the world.

For additional information about *The Pin People* - Laurie Artiss Ltd., visit: <http://www.thepinpeople.ca/> or <http://www.artissaminco.ca/>.

For more information about the Saskatchewan Pavilion at the Vancouver 2010 Winter Games, visit [www.saskpavilion.ca](http://www.saskpavilion.ca). For Saskatchewan travel information, visit [www.sasktourism.com](http://www.sasktourism.com).

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