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PRESS RELEASE

3 MILLION SHOPS AND SMALL BUSINESSES WILL RECEIVE LEAFLETS ABOUT THE NEW €10 BANKNOTE

- In preparation for the launch of the new €10 banknote on 23 September 2014, 3 million shops and small businesses across the euro area will receive information leaflets and motion cards about the new €10
- The leaflet encourages the shops and small businesses to ensure that their banknote handling and authentication devices are ready to accept the new €10

The €10 banknote of the Europa series will be issued on 23 September 2014. To ensure that those who handle cash at work are familiar with the visual appearance of the new banknote and its security features, and can relay this information to their customers, the Eurosystem will send leaflets to over 3 million shops and small business across the euro area in June.

The leaflet reminds professional cash handlers about the timeline for the launch and the steps that need to be taken to adapt their equipment for the new €10 banknote. It also reminds them that banknotes are easy to check manually, using the FEEL-LOOK-TILT checking method.

Ton Roos, Director Banknotes, said, "We are undertaking this extensive exercise to ensure the information reaches as many professional cash handlers as possible in all euro area countries to prepare them for the new banknote".

Distribution of the leaflet started today in Finland and Estonia and will reach all euro area countries by the end of June. Additional copies of the leaflet can also be ordered on the www.new-euro-banknotes.eu website.

For media enquiries, please contact Elodie Nowodazkij, tel: +49 69 1344 7390.

European Central Bank

Directorate General Communications & Language Services, Global Media Relations Division

Kaiserstrasse 29, D-60311 Frankfurt am Main

Tel.: +49 69 1344 7455, Fax: +49 69 1344 7404

Internet: <http://www.ecb.europa.eu>

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