



EXHIBIT ELEMENTS

FED CENTER – EXPLORING OUR NATION'S CENTRAL BANK
FEDERAL RESERVE BANK OF SAN FRANCISCO

CONTACTS: Carol Eckert, Media Relations
(415) 977-3853
carol.a.eckert@sf.frb.org

Lily Ruiz, Media Relations
(415) 974-3240
lily.ruiz@sf.frb.org

The Fed Center was designed to engage high school students and life long learners in the role the Federal Reserve plays in the regional and national economies. Thought-provoking icons and compelling interactive exhibits invite visitors to discover the importance of the Federal Reserve by making functions such as monetary policy, the payments system, and banking supervision and regulation understandable and relevant to our lives.

ELEMENTS: **Currency Theatre and Museum**

Visitors enter here for an introductory presentation, and to view the most extensive public collection of rare and valuable antique currency in the United States. The collection includes engraved notes by Benjamin Franklin and Paul Revere, along with the celebrated Grand Watermelon Note of 1890—prized by collectors and worth more than a million dollars in the collectors' market. A multi-media show surrounds the audience on three sides and introduces them to the Fed. The video puts the currency collection in perspective with the full exhibit, presents the artifacts, and explains their relationship to the history of the U.S. financial system.

The U.S. Economy

Giant Free-Floating Sphere

How does the Federal Reserve influence the nation's financial system to promote a healthy economy? Setting monetary policy is one of the Fed's most important and visible roles because its decisions have the potential to affect our nation's economy. The goals of monetary policy are twofold: maximum sustainable employment and price stability. Visitors can affect the movement of the giant free-floating economy ball to learn how the subtle influences of the Federal Reserve ensure that the economy runs smoothly. Images of visitors are projected on the sphere. Nearby touch screen computer games test visitors' savvy on price stability and lets them play the role of the Federal Open Market Committee (FOMC) Chairman by using interest rates to affect inflation.

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The Payments System

A Virtual Waterfall

Every day, billions of dollars in cash, checks and wire transfers pass through the Federal Reserve Banks. At a glass-screen virtual waterfall, visitors see an approximation of the high-speed transactions that keep the economy moving. When visitors touch the glass, the waterfall of scrolling numbers parts to reveal various facts about the payments system.

Counterfeit Counter

One of the most popular exhibits in the Center displays real and counterfeit \$20s and challenges visitors to test their skills at detecting the counterfeit notes. Also in this area of the exhibit, visitors learn about the creation and lifecycle of money, and can get up close to a stack of \$3.2 million dollars.

Your Central Bank

Collection of Antique and Contemporary "Piggy" Banks

Here visitors learn how the Fed controls the supply of banks' reserves to affect the supply of money and credit in the economy as well as short-term interest rates. They view an animated short about reserve supplies – and check out smaller, more personal reserves: more than 200 antique and contemporary piggy banks from across the United States.

Safety and Soundness

Giant Suspended Safe

A sound banking system is a key component of a healthy economy. Visitors view a suspended safe illustrating, with cables and weights, the many forces at work to support and regulate financial institutions. A nearby visitor station features case histories on community investment and fair lending that illustrate banks' roles in community revitalization. Visitors can test their skills as bank examiners using a "pachinko"-style game to determine the relative risk or safety and soundness of banks.

Balancing Risky Business

A Fourteen-Foot-Tall Tipping Chair

In times of crisis, how does the Fed act to stabilize the nation's financial system and maintain liquidity? A fourteen-foot chair that tips as you approach provides the conceptual context for maintaining stability in times of uncertainty. In a real-life example, a nearby video narrates how the Federal Reserve responded to events following 9/11 to calm the financial markets.

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Picture This!

Screen Displaying Visitors' Images and Data

In the short time visitors have been touring the Fed Center, billions of dollars in financial transactions – cash, checks and wire transfers – have cleared through the Federal Reserve Banks. Banking regulators have been working to ensure that your financial institutions are sound, and economists have been collecting data to help prepare briefings for monetary policy discussions.

TOURS

The Bank offers group tours Monday through Thursday at 9:30 a.m. and 1:30 p.m. This tour is 90-minutes and consists of a guided visit to the Fed Center as well as short visits to the checks and cash departments. Group tours are available to high school and college classes, community groups, banker groups, or other groups who wish to learn more about the Federal Reserve, money, banking, and economics. Tour groups must include a minimum of 10 and maximum of 30. The tour is free.

Individuals who are interested in a tour are welcome to attend the Fed's public tour of The Fed Center will every Friday at noon. Drop-ins welcome and no reservations are necessary. The tour is free.

To request a tour reservation or for additional information, call Public Information's tour line at (415) 974-3252 and leave a request on voicemail, or log on at <http://www.frbsf.org/federalreserve/visit/tours.html> and click on "request a tour."

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