

## **THE CBRT PRESS RELEASE ON THE YTL INFORMATION CAMPAIGN**

YTL (New Turkish Lira) and its sub-unit YKr will be put into circulation on 1 January 2005. Accordingly, an extensive information campaign will be conducted in order to familiarise the general public with the new currency unit.

Today, Central Bank of the Republic of Turkey (CBRT) and Bersay Communications Consultancy Corp. signed a contract with the aim of providing various services and conducting activities within the scope of the information campaign.

The campaign basically aims at providing the general public with information about the legal necessity of transition to YTL and raising public awareness on this matter. In this framework, physical and security features of YTL and YKr will be introduced and the general public will be informed about the usage of the new currency units. Furthermore, it is targeted to minimize negativities that may arise during the transition period such as rounding-off effect while emphasizing the necessity of dual labeling.

The information campaign will be at national level covering the general public and special importance will be attached to informing those who have no access to automated teller machines and who are not credit card users as well as citizens who are visually impaired or disabled.

The campaign will involve extensive utilization of all necessary printed and audio-visual communication media. Therefore, leaflets, billboards, posters, brochures, tags and materials alike will be produced, TV and radio spots will be prepared; providing local media with necessary information will be attached special importance, news and information will be distributed via sectoral publications and publicity tapes will be produced.

Meanwhile, it has been decided to establish cooperation agreements with several institutions and agencies from public as well as private sector to ensure their support, and within this framework, the CBRT will be welcoming any offers for cooperation and support.

Moreover, within the framework of the campaign, information activities will be organized in public places and the assistance of related public institutions will be sought for carrying out such activities.