



## Classicpins.com Gears Up For Athens 2004 Olympic Pin Craze

*Collectors Seek Athens Olympic Pins*

For Immediate Release

NEWTOWN, Conn./EWorldWire/July 28, 2004 --- Each and every Olympic Games offers a story focusing on its Olympic pins. With less than two weeks to The Athens 2004 Olympic Opening Ceremonies, people are seeking the Athens Olympic Pin story. With the Games returning to Athens, Greece for the first time since 1896, the story and theme behind this year's Olympic pins depict the first known Olympic Games of 776 B.C. and ancient Greece itself.

Olympic pins are the world's most popular collectible and have been traded for hundreds of years. Classicpins.com, authorized dealer of officially licensed Athens 2004 Olympic pins and internet pin leader, is geared up for this year's unusual demand to collect Olympic pins.

Classicpins.com was recently featured on ESPN's and Fox Sports' Competitive Edge Show as the nation's leading source of licensed Olympic and sports pins.

Classicpins.com offer the entire licensed Athens line, which include over 100 Athens Olympic pin designs reflecting the heritage of the Olympic Games and the culture of Greece. The company is also introducing 30 exclusive items in the Athens USA House Collection. This collection was developed in collaboration with the USOC to celebrate the U.S. Olympic Teams participation at the 2004 Olympic Games in Athens. Many of the pins incorporate unique features such as multi-levels, moving parts, multiple process and larger sizes than normal collectible pins. Most of the designs are limited to only 2004 pieces.

With a rising popularity in pin collecting in the United States, Classicpins.com is experiencing a greater amount of pin sales leading up to the games than they did from the 2002 Salt Lake Olympics. Lou Blanco, CEO of Classicpins.com explained, "Since the 2002 Winter Olympics were held in the USA, we knew there would be a great interest in Salt Lake Olympic pins, and with their patriotic theme we knew they would be hot, but they were also available at retail locations all over the US. With the games moving to Athens, the only real source to find Athens pins is through the internet. And with so many fraudulent pins confiscated at the Salt Lake City Olympic Games, collectors want to purchase their pins from an officially licensed source such as Classicpins.com."

Every Olympics has a group of pins that become big time collectibles. This year is no exception. Some of the popular Athens pins, including the first 2004 Athens pin released in the USA (released in 2002), the Athens 2004 Olympics World Flags Pin and Mascot Pins are available for perusal on <http://www.classicpins.com>.

More information regarding this press release including questions and answers pertaining to this subject is available on the company's Web page.

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**KEYWORDS:** Olympic, Pins, Athens Olympics, Games, Sports, Lapel, 2004, summer

**SOURCE:** Classicpins.com

**AVAILABLE MEDIA:** Photo: Athens 2004 Pin (size: 223.2 k)  
Athens 2004 Olymic Pins  
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