

SMILERS PRESENTATION PACKS

In 2003 Cancer Research UK became the first organisation to lend their name to a set of personalised stamps featuring various individuals who have either been affected by the disease or contributed significantly to research or fundraising. The four designs were all printed on a single Smilers sheet of ten resulting in 4 x 4 blocks of 1 x strip of 2 stamps from each sheet. The majority if not all the Smilers sheets printed were broken up as blocks or pairs and, given away free in special presentation packs in exchange for a minimum donation of £5 to further the work of the scientists trying to find a cure for cancer. These are much sought after and exchanged hands for c. £500 in 2006.

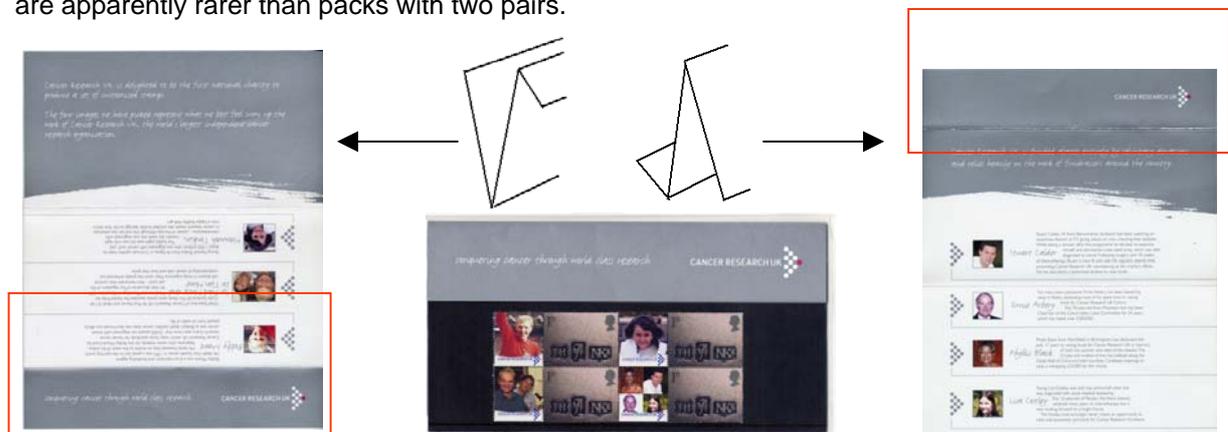


Hannah Tonkin who featured alongside the Occasions "Thanks" stamps was a 14 year-old who was diagnosed with a rare cancer at the age of 8 months providing hope suffers.

Pair one comprises: Bobby Moore perhaps England's most famous footballer, who led his country to victory in the 1966 World Cup final at Wembley. Bobby sadly died of bowel cancer and his wife helped launch this Business Smilers promotion. Hannah Tonkin representing one of the 1,450 children in Britain that is annually diagnosed with cancer. Hannah lost an eye to the disease, but is now a happy and healthy young girl.

Pair two comprises: Sir Paul Nurse CEO of Cancer Research UK and Dr Tim Hunt, responsible for Cell Cycle Control, who were jointly awarded the Nobel Prize for Medicine and Physiology in 2001 for their major discovery work. The final label depicts Stuart Calder, Ernie Arbery, Phyllis Black and Lisa Costley all of whom are fundraisers and promoters for the charity.

There appear to be two variants of this presentation pack. Type 1 has the stamps conventionally positioned at the bottom and Type 2 has the stamps at the top. Whilst these appear to be different presentation packs, they are in fact the same card folded "inside-out" so to speak. The stamps appear to come from a single smiler sheet as presentation packs in this collector's possession include both pairs and blocks of four of the four-stamp/label combinations. Although not seen, it is assumed that the sheets were printed in sheets of 10 with five pairs of labels, which may explain why blocks of four are apparently rarer than packs with two pairs.



Type 1

Type 2