

The James Dean Lions Pin Collection

By

Lion Jake Roth, Fairmount, Indiana Lions Club

In the Fall of 1989, the Fairmount Lions Club formed a Committee to design their first "James Dean Lions Pin". The *James Dean Run* is held in Fairmount on the last full week end in September every year in memory of the legendary movie star, James Dean, who grew up on a farm just north of Fairmount. He graduated from Fairmount High School in 1949.

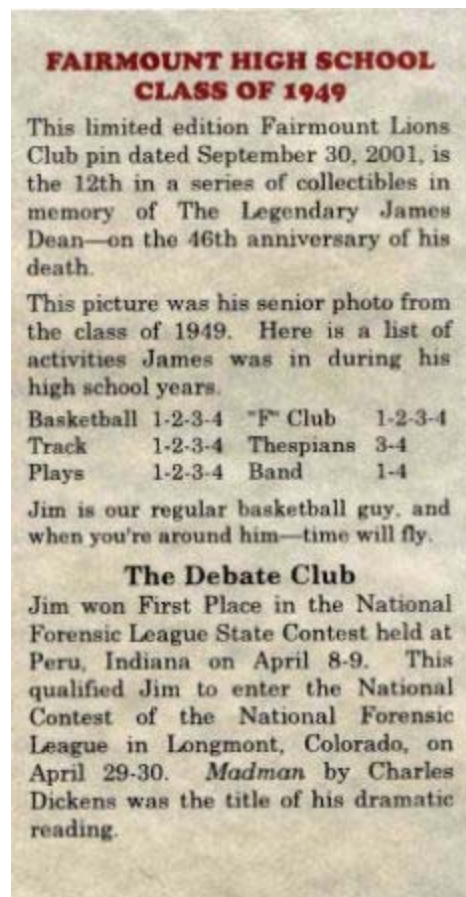
The Committee decided that it would only have 500 pins made to sell during the big weekend, with the idea that they would make and sell an additional 500 through the mail. However, those additional 500 pins were not made, and it was not until 1992 and 1994 that there were actually 1,000 pins made. Since 1994, we have made 1,000 pins each year. In addition, we make serially numbered collector cards describing the pin, and each person who purchases a pin receives one of these descriptive cards. A picture of the pin that is being featured for that year is shown on the front of the card. Beginning in 1995, an explanation of the series, as well as a short story about James Dean is provided on the reverse of the card. Since 1990, our customers have been given the opportunity to reserve "their number", and we consider that feature to be a significant factor in the tremendous success we have enjoyed with this series since it was initiated. The pins are made with permission of James Dean, Inc., GMG Worldwide, Indianapolis, IN.

It should be noted that the sole beneficiary of the James Dean Lions Pin Collection is the special scholarship that is given each year to a graduating senior from Madison-Grant High School. Although all the other members of the original James Dean Pin Committee are no longer with the Club, I have maintained my continuous membership with the Club and have designed the pins, together with a cousin of James Dean.

If you are interested in any of the pins and want to know what is available, you can contact me, Lion Jake Roth. Phone 1-765-948-4550. Leave a Message on the Answering Machine? With the subject "James Dean Pin Collection " and your name and phone number.



The Front Side of the Collector Card With the Serial Number



The Reverse Side of the Collector Card With the Description

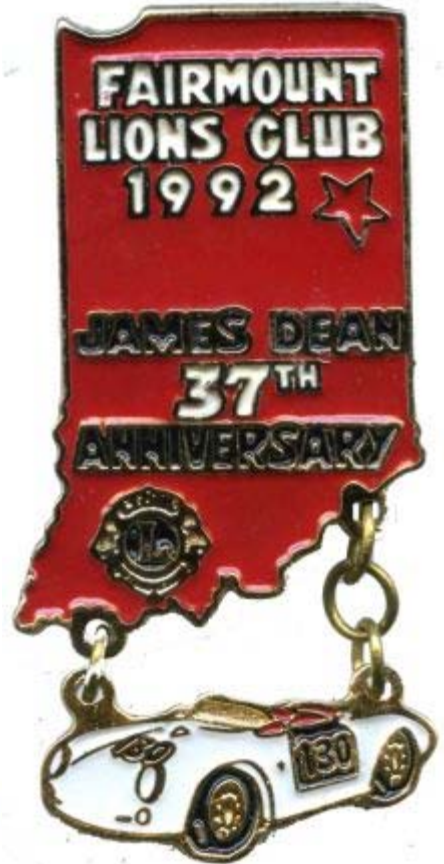
The James Dean Lions Pin Collection



1990



1991



1992



1993



1994



1995

The James Dean Lions Pin Collection



1996



1997



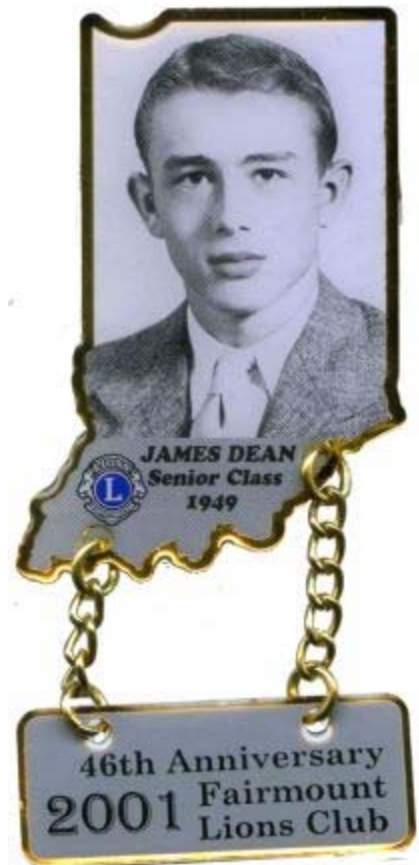
1998



1999



2000



2001

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2002



2003



2004



2005



2005 Special Money Clip



2006

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2007



2008



2009

The collector cards tell the story....**1955** A highlight of Dean's career and the fact that he was killed in an auto crash in 1955 in California and was buried in Fairmount, Indiana....**1996** An explanation about Dean's fan base visiting his birthplace....**1997** James Dean was a spokesman for an entire generation of young Americans....**1998** He etched his restless persona into the heart and minds of generations....**1999** On screen and off screen, Jimmy was a winner....**2000** James Dean was a dashing rebel.... **2001** His achievements in high school are highlighted....**2002** A story about a 9 year old boy....**2003** James Dean the racing enthusiast....**2004** James Dean the "*Rebel Without A Cause*"....**2005** The movie "*Giant*", in which he starred as "Jett Rink" was finished a few days before his untimely death....Also, to commemorate the 50th Anniversary of his death, a limited edition money clip was issued....**2006** An explanation of his last road race....**2007** Jimmie learns how to ride and work on motorcycles....**2008** Jimmy Dean's interest in bull fighting....**2009** His role in "*East of Eden*" is highlighted.

If you get the opportunity to read the cards in their entirety, you should get a better "flavor" of the fascination that so many have for the memory of this legendary movie idol. The 2010 addition to this series will be available shortly.