

Media Contact:

Mike MacMillan/Chris Sullivan
MacMillan Communications
212.473.4442
chris@macmillancom.com

**TRENDING TOPIC, #NECKTIE:
VANECK RELEASES DESIGN FOR ITS NEW TIE**

*A Little Bird Told Us, in 140 Characters or Less, That the Newest VanEck Tie Shows
The White House All Atwitter*

NEW YORK, NY (March 7, 2017) – [VanEck](#) today released the design for the latest in its highly sought after series of #tiesandtotes, a tradition the firm started in 2007 and has featured such classics as helicopter [@BenBernanke](#) showering the world with greenbacks, a dovish #JanetYellen bringing peace to donkeys and elephants, a ship called the QE3 sailing into the sunset, and a portrait of #AlexanderHamilton that doubled as a plea to keep America's first Treasury Secretary on the \$10 bill.

This year, VanEck captures President Trump's affinity for [@Twitter](#) in our own whimsical way, which is always the firm's aim with each of the designs in this now decade-long series:



[@VanEck_US](#) began releasing these ties and totes to clients as a way of saying thanks. Each year, the firm produces a limited run of ties and totes and shares them with clients, partners, members of the media, and friends of the firm.

For more information and images of previous years' ties and totes, please visit:
<https://www.vaneck.com/global/about-us/ties-and-totes/>.

About VanEck

VanEck's mission is to offer investors forward-looking, intelligently designed investment strategies that take advantage of targeted market opportunities. Founded in 1955, the firm is a pioneer in global investing with a history of placing clients' interests first in all market environments. Today, VanEck continues this tradition by offering innovative active and passive investment portfolios in hard assets, emerging markets equity and debt, precious metals, fixed income, and other alternative asset classes. VanEck Vectors exchange-traded products are one of the largest ETP families in the world, managing more than 70 funds that span a range of sectors, asset classes, and geographies. As of January 31, 2017, VanEck managed approximately \$42.5 billion in assets, including mutual funds, ETFs, and institutional accounts. Visit vaneck.com.

Van Eck Securities Corporation, Distributor
666 Third Avenue
New York, NY 10017
800.826.2333