

# Gem Of An Idea

## Jewelry That Helps To Support Good Works

(NAPSA)—Those shopping for a diamond have a sparkling opportunity to purchase a piece of jewelry and support the people of Africa's diamond-producing nations.

Following on the success of the original Simmons Jewelry Co. "Green Bracelet," which raised more than \$900,000, the Diamond Empowerment Fund (D.E.F.) is continuing its mission of helping Africans help Africa through exciting new collaborations with three jewelry designers.

D.E.F., in partnership with Freedom Stones, is offering what it calls the Green Collection. The pieces are handmade in Ghana of 100 percent recycled glass-bead bracelets and necklaces with signature broken-chain clasp. Freedom Stones is a nonprofit interna-



tional organization that works to decrease exploitation in vulnerable communities.

With each purchase, consumers can help improve the lives of the women and children of Ghana and elsewhere. More than \$9 from each sale goes to support education in African nations. The D.E.F. and Freedom Stones' Green Collection will be available at select Kay Jewelers and other leading jewelry stores. For more information, visit [www.freedomstones.ws](http://www.freedomstones.ws).

The elegant rings, earrings and pendants that make up the Stars of Africa Collection were designed by award-winning Reena Ahluwalia. The pieces consist of diamonds encased in a fluid-filled sapphire dome, which allows them



to fall freely, like snowflakes in a snow globe. These globes signify education, health care and empowerment, all of which are essential components to the root of the Stars of Africa initiative.

Royal Asscher will donate \$150 from each sale to Star of Africa to enable D.E.F. to continue to empower Africa's youth through education. For more information, visit [www.royalasscher.com/starsofafrica](http://www.royalasscher.com/starsofafrica).

The Everlon Diamond Knot Bracelet, designed by actress Rachel Bilson, is a leather and diamond bracelet that is not only chic but gives back, too! Last year, Bilson traveled to Botswana



and South Africa to report firsthand about the improvements that diamond mining has brought to the people in these nations. The bracelet is available exclusively at Macy's online, and \$20 of each purchase goes to D.E.F. to help purchase student housing for the CIDA City Campus in Johannesburg.

To learn more, visit [www.diamondempowerment.org](http://www.diamondempowerment.org).