

Carats Direct



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Carats Direct Unveils Pink Diamond Jewelry Collection to Promote a Future Without Breast Cancer

Vancouver diamond retailer to donate profits from limited edition series of diamond-encrusted pins to Canadian Breast Cancer Foundation



Argyle Pink Diamonds Sales and Marketing Manager Josephine Archer (from left), Vancouver Community College student Kim Balsillie, Carats Direct President Angela Dearie and CBCF-BC Chair Greg D'Avignon unveil the 2020: Future Without Breast Cancer jewelry series in Vancouver, Wednesday, March 11, 2009.

VANCOUVER, BRITISH COLUMBIA--(Marketwire - March 12, 2009) - Carats Direct has entered into a unique partnership with the Canadian Breast Cancer Foundation (CBCF). Carats Direct will donate profits from a series of eight limited edition pins, designed in the shape of a breast cancer ribbon that features a rare pink diamond, to the CBCF in honour of the foundation's '2020: Future Without Breast Cancer' initiative. Carats Direct will auction the first \$6,800 pin at the Nights of Hope fundraiser on April 2 in Richmond, BC with all proceeds going to the CBCF.

Intended for anyone whose life has been affected by breast cancer, the jewelry was designed by VCC student and breast cancer survivor Kim Balsillie. The ribbon-shaped pin will contain white diamonds and a single, rare pink diamond set in 18 karat white gold.

"As Canada's leading distributor of pink diamonds, it was a natural fit for us to support the Canadian Breast Cancer Foundation - who use the colour pink to raise awareness about breast cancer," said Angela Dearie, President of Carats Direct. "We have extensive experience marketing unique and rare jewelry, and we're particularly pleased to work with Kim Balsillie. She has a bright future ahead of her in jewelry design."

The designer's sketch of the '2020' pin was unveiled at a reception by Ms. Dearie, CBCF-BC Chair Greg D'Avignon, and Nights of Hope Founder Judi Miller.

"Partnerships are key for us at the Canadian Breast Cancer Foundation," said Linda Morris, CEO of the Canadian Breast Cancer Foundation, BC/Yukon Region. "They will enable us to reach our goal of seeing a future without breast cancer by 2020, and it's also with partners such as Carats, with their commitment and support, that we can fund innovative research, education and awareness programs that truly make a difference."

Josephine Archer, Sales and Marketing Manager of Argyle Pink Diamonds, attended the reception and provided insight into the source of these rare stones - which are on average 20 times more valuable than white diamonds. Carats Direct is the sole Canadian Select Authorized Partner for Argyle pink diamond distribution.

The limited edition pins will be available at www.Carats.com for \$6,800 starting April 1st. Due to limited quantities, interested buyers will be asked to sign up on a waiting list.

Note: Artist rendering available electronically upon request.

Editor's Note: A photo for this release will be available via Marketwire on the picture wire of The Canadian Press.

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[Back](#)

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